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Dec 15 1940

BROADCASTING

Vol. 19 • No. 12

Broadcast Advertising

DECEMBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published [illegible]

RECEIVED
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"ANY TIME IS A GOOD TIME, CLEMANTHIS!"

● To you who would a-wooing go, for the hearts and hands of Iowa consumers, here's a tip from WHO, the greatest match-maker in the Midwest!—

—do your courting "in the American way, 'twixt dawn and dark," as O'Henry said, and without the aid of moonlight, soft music or other Latin legerdemain!

For *any* time is *effective* time on WHO. WHO is consistently winning Iowa hearts and hands for dozens of advertisers, at hours which some time-buyers would hesitate about (34,217 responses from three fifteen-minute programs at 9:30 a.m.—6,736 responses from one single 3:45 p.m. program, etc., etc., etc.).

WHO can do your speaking for you, John, at *any* hour of *any* day—and get results! Let us tell you more about this rather astonishing *differentness* of WHO. Or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

RED ---If it's good enough for Santa Claus, it's good enough for us*

* You see, we like the Red Network because our listeners like it. We suppose that's why Santa Claus selected red for his Sunday-go-to-meetin' suit. It DOMINATES!

WSPD

NBC

TOLEDO'S BASIC NETWORK STATION

A FORT INDUSTRY STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

New York • Chicago • Detroit • Kansas City • Dallas • San Francisco

The Home-town Doctor's Life is Dedicated to Public Service. . . .

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland
WELI	New Haven

DAY AND NIGHT . . . the year 'round . . . in fair or stormy weather, the home-town doctor, giving the fullest measure of his service, is the most important public character. As such, he is the recipient of the esteem, loyalty and affection people reserve for those who contribute to their well being.

Because the home-town radio station is also dedicated to public service, presenting matters of community interest as well as network programs—and because it contributes to the well being of people in the town, it has the sincere and constant loyalty no "stranger" station can ever win.

When you use The Colonial Network, you get—at economical cost—all the benefit of this loyalty and the response it insures, because *each* of the 19 stations is *definitely part of the community life* in an important New England buying center. To bring home the sales, GO to their homes thru The Colonial Network.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Leadership

ALSO MEANS *Leadership* IN

• *Here is the complete lineup of* **NON-ASCAP** *music now available in whole or in part in the Standard Program Library Service:*

POPULAR MUSIC BY POPULAR DANCE BANDS . . . . . . 261 SELECTIONS

BMI and other popular dance music by Henry Busse, Alvino Rey, Anson Weeks, Emery Deutsch, Don Allen, Will Hudson, Stan Myers, Garwood Van, Bill Roberts, Buddy Cole, Billy MacDonald Orchestras, and others.

NOVELTY INSTRUMENTAL . . . . 409 SELECTIONS

Novachord, pipe organ, piano, string, and other novelty instrumental solos and combinations by Edwin Le Mar, Harry Bluestone, Frank Carle, the Pumpernickel Band, Paul Carson, Rainbow Trio, and others.

CONCERT, SALON and STRING ORCHESTRAS . . . . 428 SELECTIONS

Public Domain and original compositions by Concert Orchestras under Earl Towner, Josef Franck, Ferdinand Strack and Salvatore Santaella; the John Howard King 50-piece Military Band; Salon and String Orchestras under Hegedus, Martinez, Bluestone and others.

VOCAL SOLOISTS and GROUPS . . . . 471 SELECTIONS

Popular ballad, old favorites and spirituals by Donald Novis, Gene Austin, Wade Lane, Eddie Dean, Ben Klassen, Ronnie Kemper, Robert Royce, King's Men Chorus, the Charioteers, the Songfellows, Chapel Singers, Choristers, Dreamers, King Cole Trio, and others.

MUSIC OF OTHER LANDS BY NATIVE ORCHESTRAS . . . 250 SELECTIONS

Rhumbas and Tangos by Aaron Gonzalez and Louis Betancourt Orchestras; Hawaiian music by The Islanders and Eddie Bush groups; Russian and Gypsy music by Volodia Katove, Sobolewsky and Rodionoff Orchestras; the Royal Yugo Slav Band, and others.

HILLBILLY, MOUNTAIN and WESTERN . . . . 227 SELECTIONS

By Al Clauser, Texas Jim Lewis, Rudy Sooter, the Rough Riders, Eddie Dean and Pals of the Golden West.

Total Non-Ascap Music **-2046 SELECTIONS**

in Library Service

SERVING THE BROADCASTING INDUSTRY

• *Here is what Standard Radio is doing in the present* MUSIC EMERGENCY:

BASIC LIBRARY OF 2046 taxfree selections, available in full or partial service. Our contribution of BMI "bonus" transcriptions brings this total over 2100 selections.

MONTHLY RELEASE OF 100 new taxfree selections, including all available popular music.

ALL TAXFREE SELECTIONS SEGREGATED from ASCAP music on separate discs for protection against errors at station.

ALL BMI POPULAR MUSIC released to date in striking individualized arrangements for our dance orchestras and novelty units.

BALANCED PROGRAMMING OF MATERIAL; taxfree library effectively covers every needed type of music and is thoroughly diversified.

NO SPECIAL PERFORMING LICENSES needed for any Standard releases. Our licenses on material other than "Public Domain" cover your performances.

NEW NAME TALENT POLICY. Dance orchestras signed for 1941 include Henry Busse, Duke Ellington, Ray Herbeck, MacFarland Twins, and other brilliant names.

NEW "EMERGENCY PLAN" as substitute for popular records, comprises the largest and finest array of taxfree popular music available. Wire for details.

WHEN THE EMERGENCY IS OVER, Standard will resume the release of all forms of copyright music—thus assuring a service which properly fills the needs in future circumstances as well as in the present crisis.

Standard Radio

HOLLYWOOD CHICAGO

For the smaller of our Good Neighbors . . . . . .

The children are beginning to hear it in Chile . . . in Cuba . . . in El Salvador and Argentina—in city and village schools of Central and South America.

"*Transmite la Cadena Radiodifusora Columbia*".

Soon they will know the phrase well:

"*Transmitted by the Columbia Broadcasting System.*"

For with the new school year, Columbia's eleven-year-old American School of the Air crossed the sea southwards and there became the "*Radio Escuela de las Americas*".

The Americas. Plural.

Thus the Columbia Broadcasting System launches an international educational venture big in design, large in hope for the future of these American hemispheres.

For children who study together, who sing the same songs, have the same heroes and legends, know the same history . . . Such children develop, ineradicably, the ties and links that make all the loyalties and brotherhoods of men.

☆ ☆ ☆

What is the American School of the Air which is now "geographically the world's most extensive educational enterprise"?

Simply, it is text-books given voice, plot and human personality—it is history and natural science and current events dramatized and acted; it is music sung; literature heard. It is daily classroom education over the air.

Over eight million U. S. school children and their 200,000 teachers used the American School of the Air programs during the last school year. Five days a week this classroom radio project, the only educational program of its scope on the air, went out to classrooms in all 48 states and in Hawaii.

And now it will go to classrooms all over the Americas. Thirteen nations in the Western Hemisphere have already accepted the

---

Argentina *Brazil* *Chile* *Costa Rica* *Dominican Republic* *El Salvador*
Bolivia *Canada* *Colombia* *Cuba* *Ecuador*

invitation to participate: Argentina, Brazil, Chile, Colombia, Panama, Honduras, El Salvador, Cuba, the Dominican Republic, Mexico, Canada, and our own Alaska and Puerto Rico.

The plan for the new International School of the Air is no one-way-street, with our U. S. educators deciding what is going forth to the students. All the nations have been invited to assist in furnishing materials for the new programs. And the same programs will be used in our country and theirs.

☆ ☆ ☆

The boys and girls who hear these programs will one day be the statesmen and voters, the educators and law-makers of their countries. To weave them together more closely by years of shared education in the patterns of free minds, of democracy, may profoundly help in weaving together the future of their nations and ours.

That is the profound purpose of this new international venture.

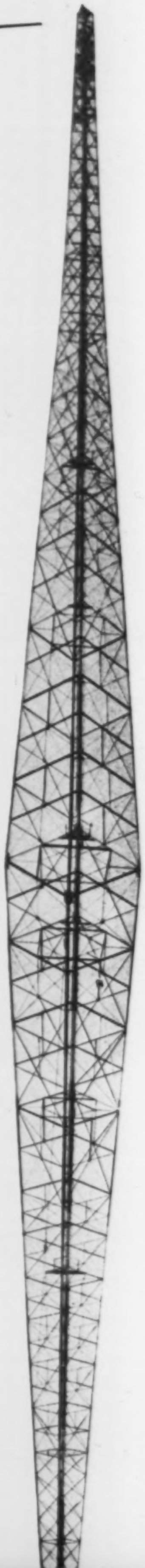
Secretary of State Cordell Hull has said this of the School of the Air of the Americas:

"It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the people of the American republics and which may be of more general benefit to these countries."

"*Transmite la Cadena Radiodifusora Columbia.*" To the Americas. Plural.

Already this year 160,000 teachers have sent for the Teacher's Manual of the *School of the Air*, a manual designed to help the teacher make the best use of this classroom project. The 1940-41 issue is now printed in Spanish and Portuguese as well as in English. This 96-page booklet is yours for the asking—in any of the three languages. Columbia Broadcasting System, 485 Madison Ave., N.Y.C.

The Columbia Broadcasting System



Guatemala *Honduras* *Nicaragua* *Peru* *Philippines* *Uruguay*

Haiti *Mexico* *Panama* *Paraguay* *United States* *Venezuela*

DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

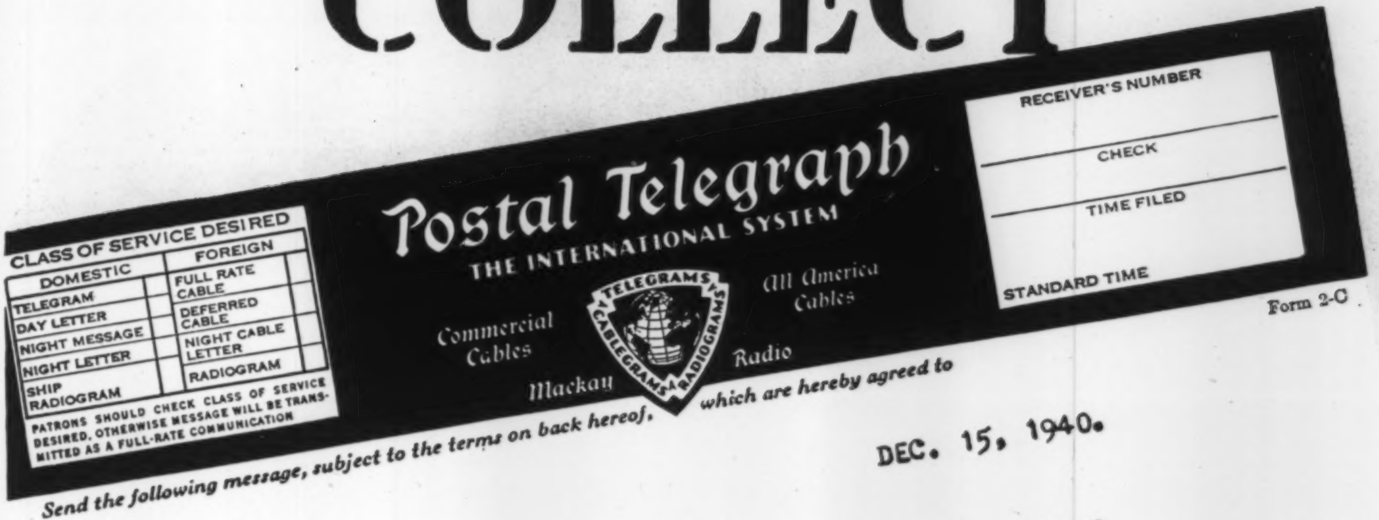
The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

WTIC 50,000 WATTS

A "*MUST*" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

send this
COLLECT



CLASS OF SERVICE DESIRED			
DOMESTIC		FOREIGN	
TELEGRAM		FULL RATE CABLE	
DAY LETTER		DEFERRED CABLE	
NIGHT MESSAGE		NIGHT CABLE LETTER	
NIGHT LETTER		RADIOGRAM	
SHIP RADIOGRAM			

PATRONS SHOULD CHECK CLASS OF SERVICE DESIRED, OTHERWISE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE COMMUNICATION

Postal Telegraph
THE INTERNATIONAL SYSTEM

Commercial Cables
Mackay
Radio
All America Cables

RECEIVER'S NUMBER
CHECK
TIME FILED
STANDARD TIME

Form 2-C

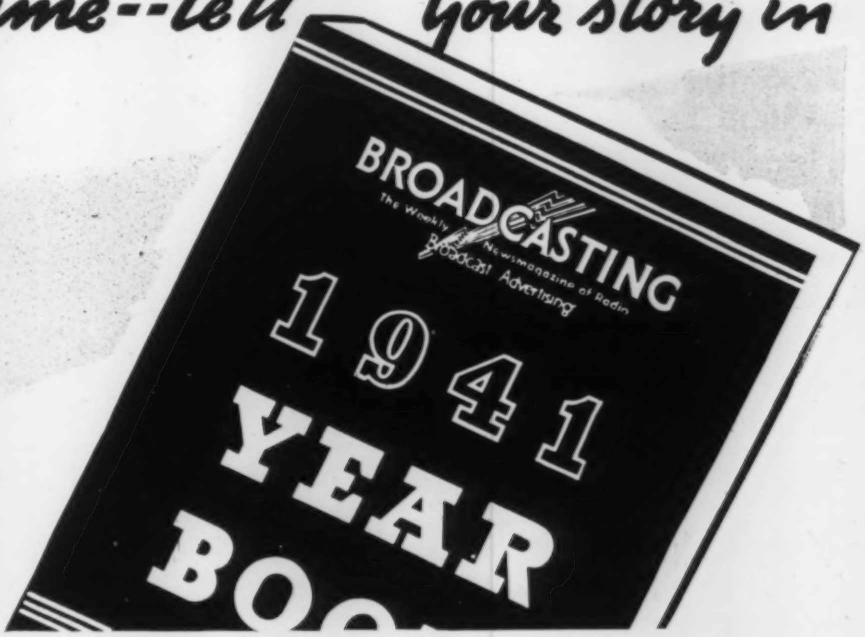
Send the following message, subject to the terms on back hereof, which are hereby agreed to

DEC. 15, 1940.

BROADCASTING PUBLICATIONS INC.,
NATIONAL PRESS BUILDING, WASHINGTON, D. C.

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1941 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time--tell your story in



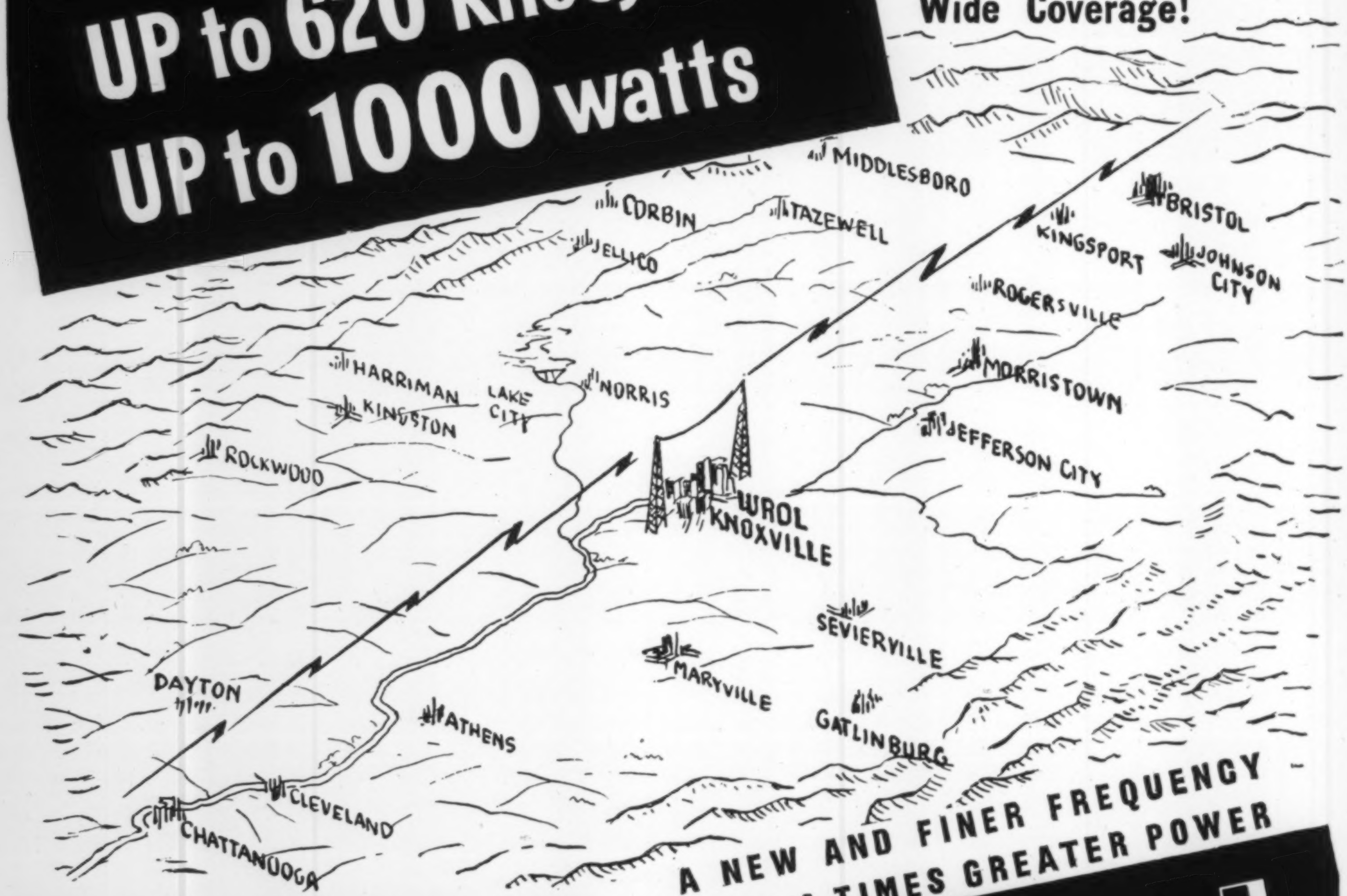
☆

Full page	$192
Half page	$108
Quarter page	$ 60

frequency discounts apply

WROL moves UP! UP to 620 kilocycles UP to 1000 watts

New Directional Beam Antenna Gives Valley-Wide Coverage!


MIDDLESBORO
CORBIN
TAZEWELL
BRISTOL
KINGSPORT
JOHNSON CITY
JELLICO
ROGERSVILLE
HARRIMAN
LAKE CITY
NORRIS
MORRISTOWN
KINGSTON
JEFFERSON CITY
ROCKWOOD
WROL KNOXVILLE
SEVIERVILLE
MARYVILLE
DAYTON
ATHENS
GATLINBURG
CLEVELAND
CHATTANOOGA

A NEW AND FINER FREQUENCY WITH 4 TIMES GREATER POWER

NEW POWER AND FREQUENCY WILL QUADRUPLE PRIMARY SERVICE AREA

Here's important radio news. Effective in December, WROL, Knoxville, quadruples its present power—a power-boost to 1000 watts. Frequency is changed from 1310 kilocycles up to 620 kilocycles.

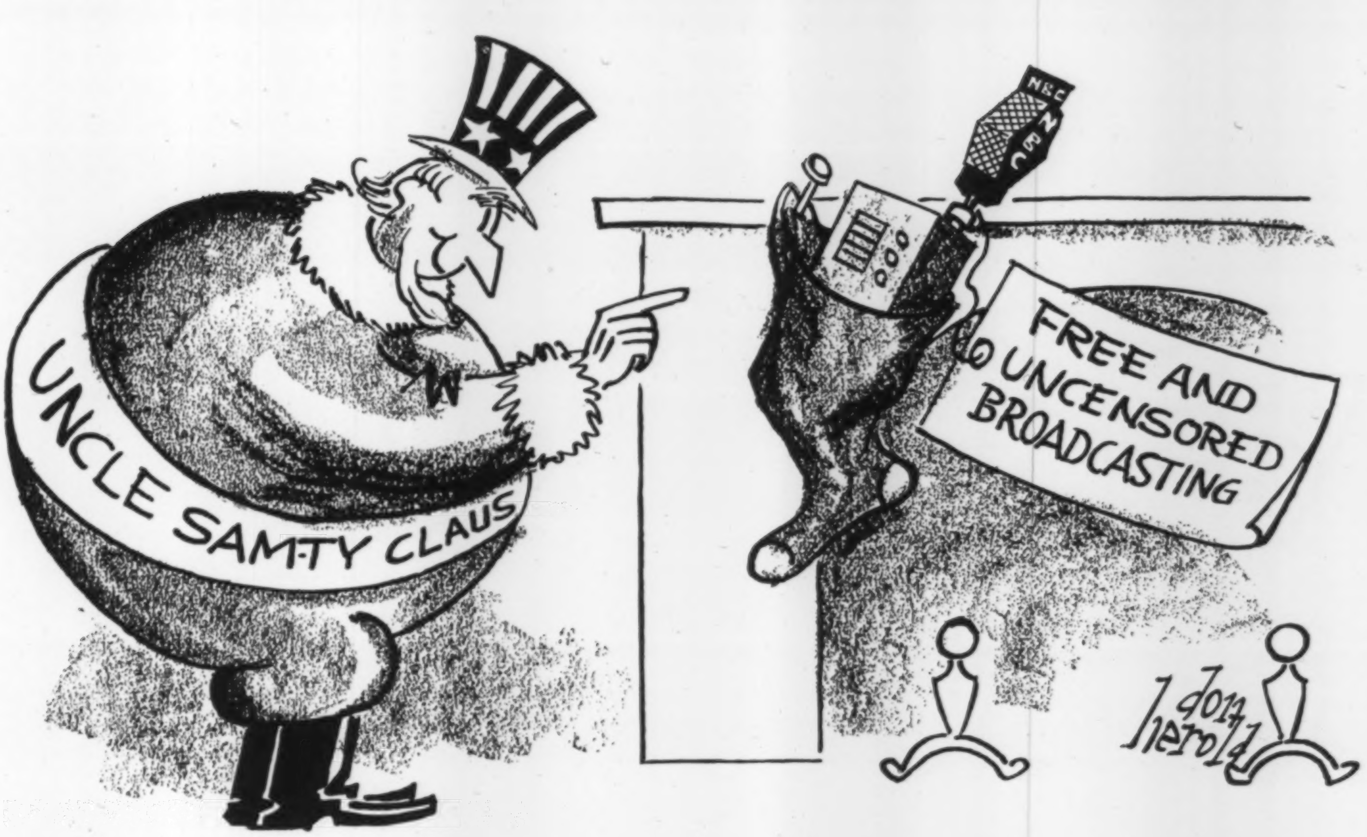
1000 watts at 620 KC. What a break for WROL. Its primary service area more than quadrupled in size, doubled in population.

What a break for Tennessee Valley listeners. Thousands and thousands of them will now get WROL's outstanding Red and Blue radio programs better than ever before.

And what a break for WROL advertisers. Those now using WROL or placing orders prior to February 1, 1941, have the opportunity to obtain the prevailing low rates. Check at once with the nearest John Blair office for current availabilities, including new AP news broadcasts.

WROL
KNOXVILLE
NBC FOR East Tennessee

REPRESENTED NATIONALLY BY THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY **JOHN BLAIR & COMPANY**



Christmas Gift in a Free Land

ONE THING Americans can regard as a gift and be thankful for, this Christmas, is the privilege of listening to and enjoying free and uncensored broadcasting.

How different from the "control at headquarters" in totalitarian countries.

Over there, they're told precisely what the dictators want them told. Over there, they're told specifically what to think. Over there, broadcasting is narrowcasting.

Over here, we can hear all sides, and do our own thinking.

The broadcasting companies in America lean over backwards to keep radio impartial in politics and in everything else—to keep the airways the fairways. The radio companies prize freedom of speech in the air and freedom of the American citizen to dial where he chooseth and to think for himself.

Let this country rejoice, then, that in a world where even the air over enslaved nations is impregnated with ready-made thought, here, almost alone among nations, nobody is dinning only one side of any great issue into our ears.

Free and uncensored radio broadcasting is perhaps the most important and precious thing in national life. Free radio is even greater in some respects than a free press; radio stations might ... but have chosen not to ... take sides editorially, as have most newspapers.

A radio receiving set is, in America, *the very symbol of Democracy*.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A Radio Corporation of America Service

TENTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, LOS ANGELES OFFICE*
Three years, University of Wisconsin
Five years, Chicago Tribune
Five years, Marshall Field & Co.
Free & Peters since September, 1938

*Hal Hoag became the Manager of our Los Angeles Office, on December 1. He replaces Haan J. Tyler, who has been appointed Sales Manager of Station KSFO, San Francisco. Good luck to you, "Ty"!

Reading from left to right—

HAL W. HOAG!

Hal Hoag cut his advertising teeth with the Chicago Tribune, then decided to learn merchandising with Marshall Field & Company. When we first knew him, he was doing most of the behind-the-scenes work for a hard-driven buyer, and we knew right then that we wanted *him* in our organization, to help us help *you* with your spot radio. . . .

As almost everybody agrees, spot broadcasting is the most economical and most effective technique in radio. But unfortunately, it's not the easiest. It requires *more work*, more time, more thought than other systems. . . . And that's where F&P come in. Our job is to take some of the load off your shoulders — to help you determine your best markets, to furnish you the information by which you can easily select your best stations, to help you discover new program ideas and proper talent, to relieve you of the correspondence and detail of "clearing time", etc. In short, to help you make your use of spot radio as *easy* as it is *resultful*.

That's why Hal Hoag and each of our fourteen top-notch men is more interested in doing something to help you, than in "selling" you. It's the way we work in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
DETROIT: *New Center Bldg.* Trinity 2-8444
SAN FRANCISCO: *111 Sutter* Sutter 4353
LOS ANGELES: *650 S. Grand* Vandike 0569
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 12 WASHINGTON, D. C., DECEMBER, 15, 1940 $3.00 A YEAR—15c A COPY

Consent Decree Seen Near for ASCAP

Alternative Would Be Criminal Suit by Government; Broadcasters Copyright Crisis May Be Broken

By SOL TAISHOFF

AN ALL-INCLUSIVE consent decree which would terminate the six-year-old Government anti-trust suit against ASCAP, and at the same time bring to an abrupt end the Society's charmed reign as Tin Pan Alley's closest closed corporation, is being considered by ASCAP's board of directors in negotiations with the Anti-Trust Division of the Department of Justice.

If final papers are signed—and this now appears likely—the way would be opened for return of ASCAP music to the air after Jan. 1, but not on the monopolistic blanket license basis, which provoked the present crisis with the broadcasters. If, for some reason, the consent decree is not effectuated, the Attorney General intends promptly to institute new criminal proceedings against ASCAP—probably in Wisconsin.

Publisher Secessions

ASCAP's probable decision to swallow the bitter consent-decree pill apparently is being considered only because it has despaired of all hope of effecting a reconciliation with the broadcasting industry. Development of Broadcast Music Inc. to the point where it commands a library sufficient to tide radio over the Jan. 1 contract deadline, plus secessions of important publishers from ASCAP's ranks, unquestionably is expediting action.

New ASCAP attorneys, headed by Milton Diamond, were closeted with Anti-Trust Division officials up to the time BROADCASTING went to press Dec. 13. Though the sessions were cloaked in secrecy, it was believed that final consent decree papers were being studied. The ASCAP board met in special session in New York Dec. 12, at which time the Government's ultimatum was believed presented.

ASCAP's new legal negotiaing staff, placed on the job several months ago, has been in frequent session with officials of the Anti-Trust Division. Conferees for the Government have included Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division; Holmes Baldridge, chief of the trial section of the Division, and Victor O. Waters, Special Assistant Attorney General assigned to the ASCAP litigation just a year ago.

New Licensing Setup

In addition to Mr. Diamond, the ASCAP conferees have included Lieut. Gov. Charles Poletti of New York, Gene Buck, president, and Attorney B. J. Rabin, member of the Diamond-Poletti law firm. Regular ASCAP counsel, associated with the firm of Schwartz & Frohlich, have not been active in the deliberations, which would terminate the 1934 Sherman anti-trust action against ASCAP still pending in the Fedreal court for the Southern District of New York.

By entering into a consent decree, ASCAP in effect would agree to revamping its licensing methods in such fashion as to introduce free competition into the music field. In so doing, the Government would agree to terminate the anti-trust litigation, and ask the Court to promulgate the decree. ASCAP then would forthwith be forced to drop the practices held illegal—and presumably that would automatically terminate all of the existing contracts with broadcast stations and permit operation of the "pay-as-you-play" formula, so long demanded by the industry.

Signing of the decree immediately would alleviate the tension existing in the whole broadcasting field over the expiration of existing ASCAP contracts at the end of the year. But it would promptly pose new problems of great magnitude.

More than likely some sort of armistice would be declared to prevent possible infringement actions in event confusion should exist after the first of the year. BMI, now a going concern, obviously would be continued as a substantial competitor in the field, but it would be forced to revamp drastically its method of operation since the license arrangement is based on the present ASCAP blanket formula—the crux of the Government's suit against the Society on grounds of illegal price-fixing.

Criminal Action Possible

Wary about even hinting the nature of the consent decree proposals lest ASCAP renege at the eleventh hour, the Anti-Trust Division is believed ready to slap new criminal proceedings against ASCAP. In recent days, it is reported, Mr. Waters has been in the field, and apparently has recommended Milwaukee or Madison as the locale for the new criminal proceedings under the Sherman Act.

It seems a certainty that if ASCAP stalls unduly in the consent decree negotiations, the Department will institute the criminal proceedings within a few days. Though its interest is focused on ASCAP, it is not unmindful of the Dec. 31 expiration of broadcasting contracts with the combine. The matter was brought forcibly to the attention of the Attorney General again Dec. 9 in a letter from President Harold A. Lafount of National Independent Broadcasters, making a plea for "relief" before it is "too late".

What Decree Means

If a consent decree is negotiated, it is logically assumed that it will include:

1. Elimination of the existing blanket license, on which stations are required to pay a royalty (now amounting to 5% of gross) on their entire income, which this year is yielding ASCAP about $5,000,000 and which, based on the boosted rates, would command some $9,000,000 in 1941.

2. Specification henceforth of a "per program" basis, presumably along the lines of the newspaper form of contract, under which stations would pay only on *programs using ASCAP music*, and not on non-musical programs or those using non-ASCAP works.

3. Elimination of any sort of minimum guarantee, such as now

(*Continued on page 92*)

St. Louis Convention in May Tentatively Selected by NAB

TENTATIVE selection of St. Louis for the 1941 NAB convention was voted by the NAB board of directors at its year-end meeting in New York Dec. 5-6, with the approximate time early May.

Without definitely deciding the time or place, the board resolved to hold the convention in the Midwest and indicated a preference for St. Louis, if proper arrangements could be made. Chicago was given runner-up position out of 60 invitations considered.

It was emphasized, however, that no arrangements have been concluded and that they will not be until after a "survey" is conducted by a special Convention Committee comprising Howard Lane, McClatchy stations, Sacramento; Clifford M. Chafey, WEEU, Reading; F. M. Russell, NBC Washington vice-president. C. E. Arney Jr., NAB assistant to the president, is secretary.

Resort Considered

Some sentiment also was expressed for a resort locale such as French Lick, Ind. It was agreed that the convention should not go to either Coast since the 1939 session was held in Atlantic City and the 1940 session in San Francisco.

Preponderantly, the board favored an early May date because of the vast activity now currently of interest to the entire industry. By that time, it was thought, there will be sufficient crystallization of developments on the music, regulatory, Congressional and national defense fronts to warrant industry-wide attention.

At its two-day session the board approved several additional memberships, bringing the station total to an all-time high of 503. A number of FM stations, recently awarded construction permits by the FCC, were admitted to membership under revision of membership requirements approved at the last convention. The board also received and approved the NAB budget for 1941—likewise the highest in its history by virtue of increased membership and the upturn in industry revenue. Dues are based on income brackets into which stations fall.

(*Continued on page 102*)

Acquisition of Marks Catalog Adds 15,000 Numbers to BMI

Many Favorites Are Included; Other Catalogs Also Are Secured, Including Latin American Numbers

COMPLETING a major step to date toward its goal of building a source of supply adequate to serve the industry, BMI has announced that, beginning Jan. 1, 1941, performing rights to the catalog of Edward B. Marks Music Corp., one of the country's largest music publishers, will be transferred from ASCAP to BMI.

Founded in 1894, the company has more than 15,000 copyrighted songs in its catalogs, comprising a cross-section of the most familiar songs of the last half-century. Never specializing in any particular type of song, the House of Marks in its 47 years of activity in Tin Pan Alley has built up a library of all classifications.

Lease of the Marks' music to BMI is for a five-year term, according to Julian T. Abeles, attorney for Mr. Marks, who said the annual rental would approximate $250,000, or a total of $1,250,000 for the five years .A first installment of 6,000 of the Marks numbers is being listed by BMI for immediate release to all member stations.

Many Favorites

Included in this list are such old time popular songs as Hot Time in the Old Town Tonight, Where Did You Get That Hat? and Ta Ra Ra Boom Der Ay; novelty numbers like Sipping Cider Through a Straw; South American tunes such as Andalusia, from which Breeze and I was adapted, and Mama Inez; comic songs, including Everybody Works But Father, By Heck and The Three Trees; such patriotic marches as the Marine' Hymn and The American Legion March.

Minstrel songs including Ida, Sweet as Apple Cider; hillbilly ballads like Take Back Your Gold and In the Baggage Coach Ahead; waltzes such as Play, Fiddle Play; Hawaiian songs such as Song of the Island and My Own Iona, and swing numbers like There'll Be Some Changes Made and Let's Dance (Benny Goodman's theme song) are also among the Marks numbers.

In addition the Marks catalogs include standard choral and concert pieces, many special arrangements for piano, organ, strings and for two pianos. Classified into albums of familiar music, such as the American Album, French Album, Hungarian Album, etc., the Marks songs may be used for special programs and the catalogs also provide much background music. As its deal with BMI involves only the transfer of performing rights, the house will continue as an active publsher, developing both popular and standard music.

Other recent acquisitions by BMI include the performing rights to the repertoire of the Institucion Nacional de Autores, Compositors y Editores de Cuba and the Sociedad General de Autores de Cuba, supplementing its already large collection of Latin American music. The transaction makes available to BMI subscribers after Jan. 1 most of the native music currently in Cuba, including many numbers already well-known in the United States.

BMI has also secured performing rights to music in the collections of old favorites published by D. Appleton-Century Co., including Ballads the Whole World Sings, Sacred Music the Whole World Loves, Songs of the Sunny South and Songs Children Love to Sing. This contract gives to BMI subscribers a large supply of familiar arrangements of both old favorites and modern classics, including music by MacDowell, Rachmaninoff, Grieg, as well as Gilbert & Sullivan. Two large organ collections are included.

Other Negotiations

Another important BMI acquisition is the performing rights to some 5,000 hillbilly, race and novelty selections in the catalogs of Southern Music, which like Marks is an ASCAP publisher. The deal also makes available 3,000 phonograph records by leading exponents of the hillbilly school. In addition, BMI also acquires such well-known numbers as It Makes No Difference Now, Barnacle Bill the Sailor, Oh, Monah, Louis Armstrong's Swing That Music, and Archie Bleyer's Business in F.

Completion of the Marks negotiations, which marked the first breaking of the ASCAP ranks by a major publisher member, has given rise to rumors that the M-G-M catalogs may yet wind up on the BMI side of the fence. Negotiations between the motion-picture owned publishing companies and BMI for the outright purchase of their catalogs for a sum reported to be in the neighborhood of $4,000,000 were believed to be nearly complete in the early summer, but certain legal technicalities prevented the consummation of the deal. The owners have not yet, however, signed a new ASCAP contract and it is said that they may make another attempt to get together with the broadcasters before Jan. 1.

Meanwhile, John G. Paine, general manager of ASCAP, declared that in making the Marks deal the broadcasters had gained the allegiance of the publishing company but not of the authors and composers, who "are all remaining loyal to ASCAP". Comparing the situation to one where the captain of a ship had struck his colors with the crew refusing to surrender, Mr. Paine stated: "All works in the Marks catalog written by any writer-members of ASCAP are controlled by ASCAP and no radio station may use them unless it has a license from the Society to do so." He pointed out that broadcasting rights to the music of ASCAP members in the Marks catalog have been vested in ASCAP.

Replying to this announcement, BMI stated that their attorneys had carefully examined the music in the catalog and had certified the 6,000 numbers currently being listed as "unquestionably outside of ASCAP's control". Furthermore, it was added, no broadcaster or advertiser has any cause for worry, as BMI indemnifies them against any infringement actions which might be raised, relieving the users of its music of any risk that may be involved.

EDWARD B. MARKS, president of Edw. B. Marks Music Corp., signs the contract transferring the performing rights to more than 15,000 songs from ASCAP to BMI on Jan. 1. Looking on are (l to r) Merritt E. Tompkins, vice-president and general manager of BMI (seated); Sydney Kaye, BMI general counsel; Max Marks (brother); Herbert Marks (son).

KFBC Joins NBC

KFBC, Cheyenne, Wyo., on Dec. 7 joined the NBC Blue Mountain Group as a bonus outlet, available to advertisers purchasing facilities in the Group, provided the program is available at Denver. This brings the total number of NBC affiliates to 219 as of Dec. 15

Orchestra Group Fails In Mission

Waring Criticizes Miller for Not Attending Conference

FAILURE of the Orchestra Leaders Committee, headed by Fred Waring, to effect a reconciliation between the broadcasting industry and ASCAP was reported Dec. 10 by the band leader at a meeting in New York.

The report, unanimously adopted, described the committee's meeting with NAB and ASCAP officials and charged Neville Miller, NAB president, with "ignoring his promise to our committee to attend the joint conferences as arranged under the conditions imposed by him", to which the committee reported ASCAP had acceded. The conditions related to a "per program" basis of payment.

Claims Sacrifices

Stating that the "recent network edict" requiring orchestras to include non-ASCAP numbers in their broadcasts "provided an economic hardship for the majority of our associates", the report continues that "network control of one of America's most profitable advertising mediums was acquired largely through the use of music as raw material and its presentation by American musicians and interpretive artists . . . Having unselfishly contributed to the construction of this great enterprise, we are now ordered to make economic and professional sacrifices in order to help the radio interests procure eventual ownership and supervision of American music."

The report was signed by Eddie Duchin, Johnny Green, Nathaniel Shilkret, Meyer Davis and Ben Cutler, in addition to Mr. Waring.

Commenting on the report, Mr. Miller said no one regrets more keenly than broadcasters that ASCAP is depriving band leaders of certain of the musical material which has been closely identified with them. Saying he did not question the sincerity of Mr. Waring's statement, he explained, however, that he had misunderstood the issue. He pointed out also that Mr. Waring was a member of ASCAP and that his personal manager, John O'Connor, is an ASCAP director.

He said the NAB proposition was that ASCAP withdraw its present blanket form of contract and make a firm proposal ratified by ASCAP's board, and predicated upon the principle of "per program" compensation. He said no such proposal had come to NAB from ASCAP, despite the fact that the board of directors met in New York Dec. 5-6.

Mr. Miller added that the position of the industry is clear and that broadcasters are willing to pay a percentage of the revenues from all programs which use ASCAP.

Asked by one of the band leaders at the meeting if they should not ask the AFM to step in, Mr. Waring advised "marking time" for the present. He explained that the union is not concerned until the musicians' wages or working conditions were affected and added that the report had been read and approved by Jacob Rosenberg, president of the New York local (802) of the union. "Fulfill your contracts," he stated. "If you do that and then lose your jobs, then is the time to call on your union."

ASCAP's Pleas for Truce Are Ignored

All Groups Ready For Operation With BMI

By BRUCE ROBERTSON

TURNING deaf ears to the eleventh-hour entreaties of Tin Pan Alley-inspired mediators to declare a truce in the war over music, the broadcasting industry entered the last fortnight of 1940 with plans virtually completed to operate henceforth without ASCAP music. Heartened by the acquisition of the basic catalogs of Edward B. Marks Music Corp. by Broadcast Music Inc., the prevailing view was that the industry's offensive, forced by ASCAP's untenable royalty demands, would not and could not be stopped.

BMI and NAB executives looked for a surprise move by ASCAP to bring about a moratorium, but they proposed to do nothing but saw wood. With utmost cooperation being given by advertisers and their agencies, and with no defections of any consequence in the radio ranks, they were determined to begin operation Jan. 1 with no ASCAP music whatever on the air. Every precaution against infringement has been taken by the major networks, and regional copyright checking bureaus are being established on a nationwide basis.

Moratorium Gesture

A feint by ASCAP in the direction of a possible three-month moratorium, during which a new deal might be worked out, is predicted. But the NAB board, 26 strong, at its meetings in New York Dec. 5-6, reappraised the whole situation, approved the Marks catalog acquisition for a record rental price of $250,000 a year for five years, or a guarantee of $1,250,000, and then issued a statement that it was "satisfied" with the progress made.

The directors immediately scattered, and President Neville Miller again hit the "sawdust trail" by making one-day stands at NAB district meetings. There is no plan for another board session until well after the Jan. 1 non-ASCAP deadline is past.

Whatever the ASCAP developments BMI is destined to continue as a going concern, it was made clear. The industry feels it will be able to write its own ticket, in a fully competitive market, once it proves in practice that radio is not dependent upon ASCAP. ASCAP's 1940 take from the broadcasting industry will amount to about $5,000,000. If its proferred contract for 1941 had been accepted, the industry would have been called upon to pay a minimum of about $9,000,000.

There is no denying that both Tin Pan Alley and the broadcasting industry have ears cocked toward Washington and the Department of Justice conversations with ASCAP looking toward either a consent decree or new criminal action. But such developments won't change the industry's movement to rally behind BMI, now boasting some 90% of the industry's dollar volume as full-fledged members.

For the major networks and for many individual stations, the remaining days of 1940 are being utilized as a period of rehearsal for the time when ASCAP music will not be available for their use. CBS on Dec. 1 put every network sustaining program on a completely non-ASCAP basis. NBC, which for some time has used no ASCAP music on sustaining programs produced in its own studios, will put the same requirement on remote musical pickups on Dec. 15. MBS key stations in New York and Chicago have also banned all ASCAP numbers on their sustaining shows, WGN on Dec. 1 and WOR on Dec. 8.

Trammell Letter

NBC, in addition, has notified its clients and their advertising agencies that their programs must be completely non-ASCAP by Dec. 23. In a letter written Dec. 6, Niles Trammell, NBC president, again explained the situation, pointing out that radio would like to continue to use ASCAP music but "we cannot do so under the exorbitant terms ASCAP is trying to compel the industry to accept." The problems arising from the elimination of ASCAP music following the expiration of NBC's license on Dec. 31 "are not as serious as they appear on the surface," Mr. Trammell wrote, continuing:

"This is demonstrated by the fact that the NBC has in its own music library, available for use after Dec. 31, approximately 25,000 numbers of which approximately 16,000 are familiar to the general public. BMI and other publishing houses not controlled by ASCAP have also made amazing progress in the building of catalogs of other music arrangements of public domain compositions, and the drive that has been put on by the broadcasting industry to develop and stimulate new talent—new sources of music—assures us not only of a plentiful supply of music but freedom in the music field whereby no one interest or group of interests will ever control or dominate it again.

"You will be interested to note that all NBC studio-built sustaining programs since Nov. 15 of this year have been using only such music as we will be able to perform after the expiration of our ASCAP license on Dec. 31, and commencing Dec. 15 this will also apply to all remote danceband pickups. As of this writing, a total of forty-five of our outstanding commercial programs are already being broadcast entirely with non-ASCAP music and more are joining each day in preparation for the deadline of Dec. 31, 1940.

"I am sure you will agree that in a situation such as this it is always advisable to anticipate a deadline as much as possible. In spite of all precautions 'last moments' usually develop confusion and mistakes. In a further effort to avoid such difficulties, NBC has adopted a policy of using on programs broadcast over its facilities on and after Dec. 23, 1940, only music which will be legally available after Dec. 31, 1940 and to that end only such music will be approved after that date."

Theme Tunes

Preston H. Pumphrey, in charge of agency contacts for BMI, has reported that conferences with most of the agencies placing business on the air have revealed few problems arising from the threatened withdrawal of ASCAP music. "The BMI catalogs and the other music available for radio have proved to contain an abundant supply of almost every type of music," he stated. "In fact, finding suitable material for the various sponsors and artists who have come to us for assistance has been a much easier job than we had foreseen. In many, if not the majority of cases, the selection of a new theme has been more difficult than collect-

(Continued on page 98)

Some 'Don'ts' to Avoid Infringing ASCAP Music...

TO INSURE CBS owned and operated stations against performing any ASCAP works after Jan. 1, the networks' copyright department has sent these stations a detailed letter, outlining exactly which works are considered as ASCAP and the procedure each station must follow in production and program planning. Musical works are considered ASCAP when the composer, lyric writer or publisher is a member of ASCAP or of a foreign society affiliated with ASCAP (except where the publisher is not a member and the composer or lyric writer was not a member at the time of signing the contract with a non-ASCAP publisher), and where the arranger is an ASCAP member.

"The only exceptions to the foregoing," the letter states, "are grand rights performance by ASCAP members. ASCAP controls only the non-dramatic or so-called 'small' performing rights for the works of its members. Accordingly, if proper contractual arrangements have been made with the actual copyright owners, a 'grand rights' performance may be broadcast."

Some 'Musts'

Such broadcasts, the letter continues, would be of a major symphony in its entirety or of a musical comedy, opera, operetta, revue or bonafide musical picture in its entirety or a substantial portion thereof. The station is warned however, that the line of demarcation between grand and small rights may be extremely fine and that each case must be considered individually. This exception is seen as a loophole for motion pictures producing companies which own ASCAP publishing houses to use to secure radio plugs for their musical pictures, which, under this interpretation, might be broadcast as a *Lux Theatre* presentation, for instance [see story on page 20].

The list of "don'ts" follows:

1. The program producer or director must check all music on the conductor's stand against his certified music sheet. No other music may be broadcast. Be particularly careful about your local remotes.
2. The production man or director should keep an accurate log of his program.
3. The production man's two certified music sheets must be signed by the production man and the agency representative, if any.
4. The program producer must have the right to pull the plug on the slightest deviation from a certified music schedule.
5. Watch out for ad libs. Improvisations are out. If it isn't on paper and certified, it is not to be broadcast.
6. As protection against emergency operations, all staff artists, organists and pianists, who might be required to fill in, must clear a sufficient number of work sheets to meet such needs.
7. Organists who perform on dramatic shows should immediately compile a folio of cue music sufficient to meet their ordinary needs. These should be submitted for clearance and no other music played unless it, too, has been cleared.
8. In scheduling on-the-spot special events where you know music may be played although it is incidental to the event itself, such as a baseball game or political rally, the music must be cleared in advance if it is to be picked up. As there is little band music outside ASCAP's control, the chances are we will have to forgo those portions of a special event during which the band is playing, unless you can build and work from a soundproof booth.
9. Recordings kept at the transmitter for emergency use should be cleared.

Stations are also advised to confine their phonograph records to those cleared by BMI, taping sides of records that are not licensed to prevent accidental use. CBS also states that the catalogs of the various transcription library services are being studied and that stations will be advised of doubtful numbers which also are to be taped over. BMI states that there are 3,400 records now available of music it controls.

Advertising Levy Offered in House

Voorhis Bill Hits at Budgets In Excess of $100,000

A BILL to tax all advertising over $100,000 as net income under the income tax and excess profits tax law, allowing no deduction of advertising expense from gross income, was introduced in the House Dec. 9 by Rep. Voorhis (D-Cal). The bill was referred to the Ways & Means Committee. No date has been set for hearings nor are any likely to be held before the next session of Congress.

The preamble of the bill states that the money thus derived would be used for national defense and that the measure is aimed at preventing unlimited investment for goodwill advertising. The bill strikes at all media and it is a foregone conclusion that if the measure reaches the hearing stage it will be vigorously opposed. If the bill became law it would practically abolish the advertising industry as well as cripple radio, newspapers and billboards. While the various trade associations have made no plans, it is known that the NAB, AAAA, ANPA and Traffic Audit Bureau will join in a concerted drive to defeat the legislation.

Under the terms of the Voorhis bill a basic exemption of only $100,000 would be allowed each business. If two or more taxpayers own a business they will be entitled to only one exemption.

The bill contends that "much of the advertising sponsored by the liquor, tobacco and luxury trades is an economic waste not permitted in other countries". The measure defines "advertising" as "all expense incurred which publicizes within the boundaries of the United States a business or its products and is for the purpose of promoting the enterprise. It shall include all radio programs, publications, posters and notices except items of office stationery and expense. It shall also include all legislative and lobbying expense and all attorney's fees directed toward the influencing of legislation."

Guild Sponsor Sought

WHILE no contracts have been signed as yet, NBC is preparing a sales drive for a new dramatic series to be produced in cooperation with the Theatre Guild, and on Dec. 16 will audition *Prelude to Exile*, a Guild presentation of several years ago, for members of the sales and program departments. No details have been announced, but it is understood the plan involves the broadcasting of radio versions of Guild successes, with the stars of the stage productions also featured on the air. Deal is said to be predicated on NBC's success in obtaining a sponsor for the series, as the expense involved would be prohibitive for a sustaining series.

Thorens in the South

THORENS Inc., New York (Swiss harmonicas), is planning a spot campaign on a number of unannounced stations after the first of the year in conjunction with a Southern sales drive. Sponsor is currently running a spot campaign of 5-minute musicals three times a week on 7 New England stations.

ALL THE BOYS gather 'round, flashing their selective service registration cards, as Herbert L. Pettey (seated), director of WHN, New York, inspects the card of Engineer Allan Ferres, first staff member to enter active training. Ferres, guest of honor at this goodbye party in the chief's office, is in the Naval Communications Reserve. Waving their cards (l to r) are Frank Roehrenberk, station manager; Roland Hamel, publicity department; Bob Stephenson, announcer; Al Simon, publicity director; Ted Schneider, program department; Fred Raphael, program manager; Allan Ferres; Bob Patt, sales promotion manager; Ray Katz, program department; Bill Bond, announcer.

New Application Form for FM Drops Many Provisions Held Objectionable

REVISED and clarified to remedy many of the objections of applicants, the FCC on Dec. 7 announced a new Form 319 application for high-frequency (FM) broadcast station construction permits. The revised Form 319, adopted by the FCC following a series of joint committee conferences between industry and Commission representatives, supplants the controversial application form originally adopted by the FCC June 28 shortly after it authorized commercial FM.

Although the new 44-page form actually is two pages longer than the earlier compilation, it is said to qualify as a substantial improvement over the original. Its principal claims for improvement lie in the general simplification and clarification of terms and elimination of individual sections which drew the bulk of critics' fire. In the revised form the application questions generally surrender their infinite detail and all-inclusive basis in favor of definite bounds of time and economic interest [BROADCASTING, July 1, 15].

An Improvement

In announcing the revised Form 319, the FCC noted that the granted revisions satisfied the bulk of operators' protests. Following adoption of the new form, the industry group on the joint committee—composed of representatives of the NAB, NIB and a special FM Broadcasters Inc. committee—issued a statement that they were "well pleased with the results of the conference" in that the new form was a distinct improvement on the old. However, it also has been indicated that the application form still falls short of satisfying operators.

Analyzing the new application blank, the FCC pointed out that of 54 controversial items in the old form noted by industry spokesmen, 40 were remedied by FCC agreement during the joint committee conferences. The Commission also observed that the 14 remaining items, principally involving legal considerations, were not considered of major interest by the broadcasters' representatives.

The FCC indicated that the joint dicussions, apart from resulting in simplification of the application form to stimulate FM development, led to better mutual understanding of FCC and industry problems in presenting and determining facts on which decision must be based. It was recognized that developments in the FM field may at some future time call for further changes in the form.

Principal revised features of the new Form 319 are elimination of objectionable provisions such as a complete record of all suits "or proceedings of any character ever brought againt applicant", presumably including everything from traffic violations upward to corporate suits; restriction and clarification of requirements as to original source of assets of applicant or applicants; reduction of number of persons of whom information is to be furnished, with employes excluded unless they hold "substantial interest"; permission to use narrative statements calling attention to pertinent material on file at the FCC in lieu of repetitive exhibits in respect to source of assets and such; placing of a 10-year limitation on inquiry into past business ventures; general clarification and simplification of language.

Data on Stockholders

A point-by-point analysis of the new form shows typical revision starting with the title itself, changed to "Application for High-Frequency Broadcast Stations Construction Permit" and eliminating "or Modification Thereof", since Form 320 is used for application for modification.

A principal change comes under the questionnaire on "Stockholders" in the applicant corporation. The

(*Continued on page 88*)

Hearing Held by FCC On Joint 50 kw. Plan Of WBBM, KFAB, WBT

HEARING on the joint applications of WBBM, Chicago, KFAB, Lincoln, and WBT, Charlotte, for a shift in frequency assignments, whereby each would be accorded 50,000 watts fulltime, were held before an FCC attorney-examiner, George H. Hill, Dec. 11-13, in the hope of having a final decision prior to the domestic reallocations scheduled for March 29.

WBBM, now operating on 770 kc. with 50,000 watts fulltime, but which synchronizes with KFAB at night on an experimental basis, seeks exclusive use of the channel, ending the synchronized operation. WBT, now operating as a Class I-A clear on 1080 kc., moves to 1110 kc. under the Havana Treaty. KFAB, with 50,000 watts, would operate on 1110 kc. under the plan sponsored by CBS, reducing that channel to I-B status. Both WBBM and WBT are owned by CBS. WJAG, Norfolk, Neb., now operating daytime on 1060 kc. with 1,000 watts, would be shifted to 770 kc. daytime with 1,000 watts.

Joe W. Secrest, vice-president of KFAB and publisher of the *Lincoln Star*, testified on behalf of that station. Other witnesses included William Lodge, CBS engineer, and E. C. Page, consulting engineer of Washington, for KFAB.

Tums in New York

LEWIS HOWE Co., St. Louis (Tums), is considering a New York version of its *Pot o' Gold* network program to be broadcast simultaneously on three New York stations, reported to be WHN, WNEW and WMCA. Tommy Tucker's orchestra will be featured and the program will be presented before an audience, either in the main studio of one of the stations or a theatre. Plans are being prepared by Stack-Goble Adv. Agency, New York, in charge of the Tums account.

Mar-O-Oil on MBS

MARROW'S Inc., Chicago, on Jan. 2 will start *Hollywood Whispers*, featuring George Fisher, Hollywood commentator, on 36 MBS stations, Tuesdays, 11:30-11:45 a.m. (CST), on behalf of Mar-O-Oil shampoo. The series is for 26 weeks, with the program originating at KHJ, Los Angeles. Hays MacFarland & Co., Chicago, handles the account.

CM Scanning Markets

WEST DISINFECTING Co., New York (CM) about April 1 will start a series of thrice-weekly five-minute transcriptions titled *It Takes a Woman* on WABC, New York. Seven other markets, including St. Louis, are to be added. Discs are produced by Basch Radio Productions, New York. Agency is Moser & Cotins, New York.

Mutual Volume Plan

THE MUTUAL Volume Plan, providing for discounts ranging from 15% to 45% for advertisers expending stipulated minimum amounts and using the 63 MBS basic stations, is set forth in full detail for the first time in MBS Rate Card No. 9, dated Dec. 10, 1940. Card lists the gross rates of both basic and supplementary MBS stations, minimum gross expenditures required to earn volume discounts, discounts and minimum dollar volume figures net after discounts.

ASCAP Blackout Won't Knock Out Radio ... *An Editorial*

ZERO HOUR approaches in the war over music. War is hell in any language, and there are hellish days ahead for the adversaries in the conflict precipitated by a hitherto arrogant, brass-knuckled ASCAP that now must know it overplayed its hand.

Before the 1940 calendar runs out, and with it the contracts of broadcasters with ASCAP, there are going to be moves aplenty. ASCAP is still calling names and resorting to powerful press-agentry to set itself right with the public. It is even appealing to religious and racial emotions in its effort to make the issue purely one of dollars that broadcasters "refuse to pay genius".

Broadcasters wisely are ignoring these frenzied tactics. Instead of resorting to counter-propaganda they are building their music reservoir, confident that the battle of principle will be won on the dials of 45,000,000 receivers, and not in self-serving "handouts" and derisive propaganda.

One thing is certain: The public will not suffer because of the absence of ASCAP's music. The transition will hardly be discernible to the average listener. The industry knows that already, for in spite of ASCAP's bellowings the complaint percentage has been nil during the last two weeks—with less and less ASCAP music on the air and none of it on network sustainers. The listener isn't interested in the ASCAP label any more than he is in the manufacturer of his matches. He wants *music*, not ASCAP music. And he will get it without a hitch on Jan. 1, 1941.

ASCAP's reckoning is going to be with Uncle Sam. Having lost its grandiose bluff with radio, it will either capitulate to a consent decree, permitting the application of the anti-trust laws, or it will face new criminal litigation. Unless the wheels of Government jam, this will happen before many days elapse. ASCAP hasn't been playing the shell-game with the Department of Justice as it has with users of its music. For several months, in greatest secrecy, it has been negotiating with the Department on a consent decree, apparently planning that as a last resort in the event a reconciliation with radio failed. It's safe to say it has, and with a dull thud.

The consent decree could be based only upon the opening of competition in music. That would require elimination of the blanket contract by which ASCAP is exacting some $5,000,000 from radio this year, and proposed to get some $9,000,000 next. The logical specified substitute would be the newspaper form of contract, under which stations would pay only on programs in which ASCAP music is used, and presumably with no guarantee. That is precisely what the broadcasters have been asking for lo, these many years.

Irrespective of the outcome, Broadcast Music Inc., which has achieved a miracle, will continue as a going concern. If ASCAP becomes a legal business entity in a competitive field, BMI will function as its competitor. There will be readjustments necessary, but they will not be insurmountable. Then broadcasters and their clients will be able to operate without fear of the Damocles sword which has hung so precariously over their heads since commercial broadcastings first days.

The days ahead are going to be arduous ones for broadcasters. There is bound to be confusion. Every conceivable precaution has been taken to prevent ASCAP infringements. Independent stations particularly must exercise utmost vigilance in performance of recordings or of studio groups. Remote pickups will have to be dropped unless there is absolute assurance against upsets. An infringement, innocent or otherwise, means a $250 statutory fine under the existing outmoded law. Checking bureaus are being established regionally under NAB auspices. They should be used beginning now.

If perchance a break should not come through government intervention before the year ends, it's our guess that many days won't pass before ASCAP throws up the sponge. It is torn with internal dissension. Its members are interested in *dollars*, not turmoil, and there won't be many dollars if radio does not perform ASCAP music.

A year ago, or even six months ago, if ASCAP had sensed the changed tempo, an intermediary like an Aylesworth or even a Claude Mills might have settled the issue amicably. Today it can't be done. But next week or next month it may be different because there probably will be a not-so-little job of ASCAP rehabilitation to be handled.

The rank and file broadcaster is not thinking about an ASCAP deal. Like the Italians, ASCAP attacked with untenable demands. And like the Greeks, the broadcasters are on the march.

NBC to Cancel License With MPPA; WBS to Cut Numbers Stations Desire

IN LINE with its decision to include only non-ASCAP selections in its Thesaurus transcription library service after Jan. 1, 1941, NBC's radio-recording division has notified the Music Publishers Protective Assn. of the cancellation Dec. 31 of its license to record music whose mechanical rights are handled by MPPA.

World Broadcasting System will not follow NBC's example, but will continue as an MPPA licensee, it was stated, while Associated Music Publishers has not decided what course it will follow. It is understood Standard Radio is also planning to withdraw from the MPPA licensing arrangement. Lang-Worth, as a tax-free producer, was not expected to be involved.

Renewal Method

MPPA was organized by a group of music publishers to handle the mechanical rights to their music in the same way that ASCAP handles performance rights. Under the present procedure, each transcription company wishing to use a tune whose copyright is controlled by an MPPA publisher in his library service pays MPPA $15 a year for the privilege. Every month new tunes are added and old ones dropped or renewed, but for each company there is one major renewal month, falling on the anniversary of the service's inception, as all libraries include a large number of standard selections renewed year to year.

For NBC, this renewal date is July 1 and last June, foreseeing that following the end of 1940 it might have no need for MPPA music, the transcription executives arranged with MPPA officials for a six-months' license, which could be cancelled as of Dec. 31 on 15 days prior notice, or extended for another six months if an agreement had been arrived at meanwhile between the broadcasters and ASCAP. All ASCAP tunes (or MPPA tunes, for the terms are practically interchangeable) which NBC has included in its Thesaurus since July 1 have been paid for on the basis of this Jan. 1 deadline. Numbers recorded in July cost $7.50; those recorded in October cost $3.75 and so on.

Asked what the legal status would be if broadcasters subscribing to the Thesaurus service continue after Jan. 1 to broadcast ASCAP numbers previously sent them on Thesaurus discs, NBC explained that its contracts with stations state that the use of these numbers is subject to NBC's continuance of license from MPPA just as the station's right to broadcast such numbers is contingent on its possession of a license from ASCAP. The contract also permits NBC to withdraw certain numbers from time to time, it was further explained, so long as a certain percentage is retained. This clause was originally inserted because of a similar clause in the MPPA license which permits it to withdraw its selections down to a minimum percentage. The contracts between NBC and Thesaurus subscribers say nothing about the selections being ASCAP or not.

NBC's action in confining its library service to non-ASCAP music is predicated on the belief that most of its subscribers will not have ASCAP licenses after the first of the year and that on the democratic principle of majority rule, its first duty is to that majority. It would be unfair, it was explained, to furnish ASCAP music to stations who cannot use it, and unduly expensive to supply a separate service of ASCAP tunes to those few stations with ASCAP licenses after Jan. 1.

Divergent Viewpoints

A different viewpoint has been adopted by World Broadcasting System, which has taken the stand that its duty is to supply subscribers with the best music available, regardless of source. "World will continue to produce the music desired by all of its stations," Charles Gaines, WBS secretary, stated. There is no present plan for dropping the MPPA licenses now held by WBS, he added.

What action will be taken by Associated Music Publishers, whose licenses from MPPA expire Dec. 31, has not yet been decided, according to C. M. Finney, AMP president. A considerable proportion of AMP subscribers have not to date aligned themselves with either BMI or ASCAP, he said, and until they decide for themselves what music they want after Dec. 31 it is difficult for AMP to decide how best to serve them.

Meeting Is Called By Defense Board

A CALL for a general meeting of the 14 committees and subcommittees named recently by the Defense Communications Board, to be held in Washington Jan. 6, was issued by the board Dec. 13. General policies and procedures for the various committees, covering all phases of communications, both wire and radio, will constitute an agenda.

The meeting will be in Hearing Room A, Interstate Commerce Commissison, at 10:30 a.m. Individual meetings of the various committees will be held in the afternoon to elect committee chairmen and secretaries, and also to consider tentative agenda of work, it was announced. The sessions will not be open to the public, and admission will be limited to members and their accredited representatives.

Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, was acting chairman at the board meeting Dec. 13, in the absence of FCC Chairman Fly. Two of the 11 subcommittees deal directly with broadcasting, one covering domestic broadcasting and the other international. NAB President Neville Miller recently was named NAB member on these committees. Companies and organizations prominently identified with broadcasting are to name representatives.

LAND O' LAKES CREAMERIES, Minneapolis, on Jan. 15 will start *Edgar A. Guest* on 19 NBC-Blue stations, Wednesday, Thursday and Friday, 4:45-4:55 p.m. Agency is Campbell-Mithun, Minneapolis.

Industry Lauded by Educators For Aid to Cultural Programs

Networks Hold Separate Meetings to Discuss Plans For Year and Review Educational Broadcasts

By EDWARD CODEL

COMMERCIAL broadcasters were highly praised by the 1,200 educational representatives who attended the fourth annual School Broadcast Conference Dec. 4-6 in Chicago's Congress Hotel. The educators cited the increase in free time and production facilities for educational programs at various meetings of the conference, sponsored by the Radio Council of Chicago's board of education.

Indication of the increased interest in educational broadcast conferences was the fact that 30 manufacturers, publishers and service groups were represented as exhibitors.

Praise for Industry

Harold W. Kent, director of the Chicago Radio Council and chairman of the Conference said: "One significant development of the last year has been the willingness of commercial broadcasters not only to give freely of their time and production facilities but to guarantee blocks of time for educational broadcasts. This is not merely a local development but national in scope. On behalf of the fourth annual School Broadcast Conference I want to thank all the commercial broadcasters, through the medium of BROADCASTING Magazine. My thanks, of course, are extended to the networks as well as to the individual stations.

"The last year has seen the replacement of certain programs for children by adult education programs of outstanding merit. The last year, too, has seen more effective utilization of educational programs in the classroom. Our executive committee has decided to make awards and citations for outstanding examples of utilization for teachers throughout the country during 1941."

Outstanding educators attending the Conference told BROADCASTING they estimated a 10% increase during 1940 in the guaranteed free time given by commercial broadcasting.

So successful was the annual conference, started in 1937 under the auspices of the Chicago Radio Council, that during the last year the possibility of forming a permanent national organization was often discussed. However, it was decided at the conference that this job can best be done by the coordinated efforts of the annual Ohio State U conferences and the School Broadcast conferences, held each December in Chicago. The Ohio State U Conference, held annually each May, has become a national workshop in program planning and production activities, while utilization is the theme of the Chicago conference.

As a prelude to the conference, NBC and CBS representatives met to exchange ideas and formulate plans for the coming year.

NBC Session

The NBC meeting, held Dec. 3, was the second in a series of six NBC Public Service Forum conferences being held during the 1940-41 season. Dr. James Rowland Angell, educational counselor of NBC, presided. Dr. Franklin Dunham, director of religious broadcasts and educational recordings; Lewis Titterton, manager of the script division, and William Kostka, New York director of publicity, made the principal addresses. Others who spoke briefly were William S. Hedges, NBC vice-president in charge of stations; Woody Woods, WHO, Des Moines; Harry Burke, WOW, Omaha; Sherman Dryer, radio director of Chicago U; Ed Kirby and Mrs. Dorothy Lewis, of NAB; Harry Kopf, manager of the NBC Central Division; Jules Herbuveaux, Central Division program manager; Judith Waller, NBC educational director.

Representing stations were: Hal Metzger, WTAM, Cleveland; Ed Bronson, WCOL, Columbus; Ralph Elvin, WLOK, Lima; Miss S. Bernard Berk, WAKR, Akron; Lee Bland, WFMJ, Youngstown; Arch Shawd, WTOL, Toledo; Jack Heintz, WCBS, Springfield, Ill.; Clarence Leich, WGBF, Evansville; Gretchen Smith, WGL, Fort Wayne; Ed Linehan, KSO, Des Moines; Elizabeth Sammons, KSCJ, Sioux City; George Patterson and Harry Lukins, WAVE, Louisville; Robert DeHaven, WTCN, Minneapolis; Thomas D. Rishworth, KSTP, St. Paul; Ralph Foster, KGBX, Springfield; Vernon H. Smith, KOWH, Omaha; K. F. Schmitt, WIBA, Madison; Russ Winnie, WTMJ, Milwaukee; C. C. Moore, KOA, Denver; Joseph Henkin, KSOO-KELO, Sioux Falls; Harold Safford and Harriet Hester, WLS, Chicago; Maynard Marquardt and Miles Reid, WCFL, Chicago; Harry Summers, Kansas State College, Manhattan.

Other NBC representatives included Walter G. Preston Jr., assistant to the vice-president in charge of programs; William Webb, of the institutional promotion division; Jennings Pierce, educational director for the NBC Western Division; June Hynd, assistant director of women's and children's programs; Dr. Frank Monaghan, historical consultant for the *Cavalcade of America* program heard on NBC; and department heads of NBC, Chicago.

CBS Holds Meeting

Attending the CBS conference, held the same day, were directors of education for stations in 10 States and the District of Columbia. Presiding was Sterling Fisher, CBS director of education. Committees were appointed to study various aspects of the *American School of the Air* and the problem of adult education. They will report at a later meeting likely to be held in January. Special guests included Belmont Farley, director of public relations for the National Education Assn., Washington, Mrs. Dorothy Lewis, of the Women's National Radio Council for Children's programs.

Station representatives included Woods O. Dreyfus, WISN, Milwaukee; Robert Kennett, WHAS, Louisville; L. Von Linder, WMT, Cedar Rapids; Lloyd Dennis, WJSV, Washington; Edwin Browne, KMBC, Kansas City; Harriet Edwards, KMOX, St. Louis; Michael R. Hanna, WHCU, Ithaca; Max Karl, WCCO, Minneapolis; Patty Criswell, WKZO, Kalamazoo; Geraldine Elliott, WJR, Detroit; Carl George, WGAR, Cleveland; Gene Trace, WMBD, Peoria; Ann Ford, WBBM, Chicago; Alfred J. Bonomo, WWL, New Orleans; Lavinnia S. Schwartz, WBBM, Chicago.

In addition to classroom demonstrations, group discussions, work study demonstrations at the three-day session of the conference, many stations produced sample broadcasts exemplifying what they consider ideal for various phases of education.

The banquet, which closed the session, featured talks by George Denny, NBC, Lyman Bryson, CBS, and Raymond Gram Swing, MBS.

HONOR FOR JUDITH

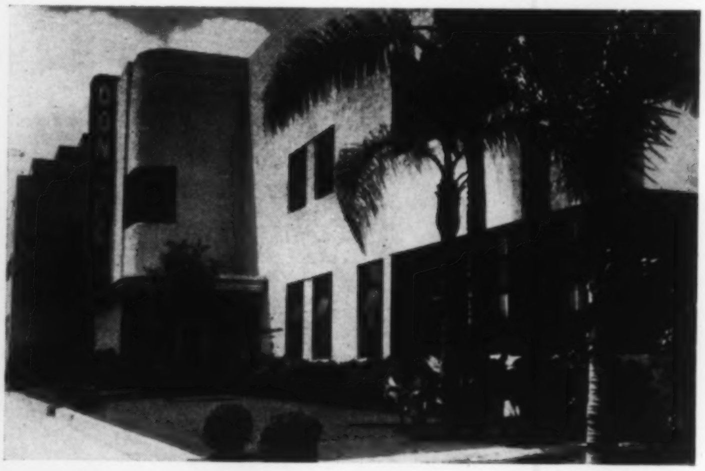
Educators Name NBC Director As Award Winner

JUDITH WALLER, educational director for the NBC Central Division, Chicago, was chosen winner of the fiirst annual award of merit by the Fourth School Broadcast Conference, Dec. 6 at the Congress Hotel, Chicago. The award, a scroll, was presented for influence and effect upon the cause of radio in ducation.

Judith Waller

The scroll reads: "To Judith Cary Waller, in recognition of her services to radio education: As a pioneer in educational radio. As an active producer and not a theorist. As a universally sought after member of national committees for practical counsel. As an individual possesston an unusual degree the confidence of competing chains and commercial stations, of educational broadcasts and of school people."

Miss Waller was chosen winner of the award by the advisory committee of the conference, made up of representatives of colleges, universities, magazines and other networks.



NEW HEADQUARTERS of Don Lee Broadcasting System, largest regional network in the world, are now at 5515 Melrose Ave., Hollywood, after being located in downtown Los Angeles for 13 years. With no ceremony, the new studio building and executive quarters of the network opened for business Dec. 2, full personnel of 200 employes moving over the week-end. Formerly NBC western division headquarters, the three-unit plant has been entirely remodelled. Besides the main building, consisting of three audience studios and executive offices, the plant includes a two-story adjoining office building to be utilized by publicity, production and program departments, and a third structure for the music library and storage. Here is the main studio building entrance.

Train Service Spots

CHICAGO, MILWAUKEE, St. Paul & Pacfiic R.R., Chicago, on Dec. 8 started a twice daily series of one-minute transcribed announcements on 18 stations in connection with its new Midwest *Hiawatha* train service. Announcements will run until the first of the year on KGLO KGIR KRBM KPFA KGVO KABR WTAQ WSAU KSO KRNT WMT KFAB WNAX KOIL WKBB KOBH KSOO KELO. Roche, Williams & Cunnyngham Inc., Chicago, placed the business.

Making Movie on Flying

ED LYTLE, announcer of WHIO, Dayton, O., and Lester Spencer, WHIO program director, are handling an Army Air Corps assignment on a motion picture short, "The Flying Cadets". Lytle and Spencer are making the commentaries on the sound track, while Paul Katz, who directs the Dayton Philharmonic Orchestra in its weekly WHIO broadcasts, is in charge of the musical background of the picture.

Congress Action on FCC Powers Seen

Network-Monopoly Hearing Informed MBS Sought to Purchase Blue

CONGRESS, rather than the FCC, may chart the course for Government regulation of business aspects of the broadcasting industry, particularly in connection with future development of networks.

That course seemed evident following the two-day oral argument Dec. 2-3 before the FCC on the highly controverted Network Monopoly Report based on a two-year investigation by a special committee of the FCC.

Running story on oral arguments before FCC on report of its Network-Monopoly Committee appears on pages 62-68.

Senator Wallace H. White Jr. (R-Me.), closest student of radio in Congress and co-author of the existing law, told BROADCASTING Dec. 10 that he is preparing a new resolution for introduction at the outset of the next session, looking toward a redefinition of the existing Communications Act of 1934. He, or possibly Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, will introduce the resolution and it may be accompanied by a bill proposing reorganization of the FCC.

All Was Quiet

If this course is followed, the Senate would intercept any move by the FCC to write regulations covering network-affiliate relationships. It is thought the Commission would not be disposed to act with finality while Congress had under way a legislative study to cover the very same subject. It is apparent at this writing, however, that the Commission's majority is disposed to draft new rules designed to supervise general operations, despite the preponderant industry testimony that it was without jurisdiction and that Congress and the courts have specified that the Commission is limited to regulation of physical aspects of broadcasting.

Senator White himself was an observer during the two days of oral arguments, marked by an almost total absence of acrimony, in sharp contrast to the atmosphere at previous hearings before the FCC en banc. The Senator's presence, plus that of Ed Cooper, one of Senator Wheeler's assistants on the Interstate Commerce Committee, obviously resulted in the unusual decorum.

Appraising the FCC attitude on questions from the bench, observers felt the Commission's majority is inclined toward writing chain regulations, on the theory that the law gives the FCC jurisdiction. It was hardly expected, however, that the Commission would go to the extreme suggested by the Thompson-Walker subcommittee which drafted the report. This in effect urges elimination of exclusive network contracts and option time provisions, along with complete divorcement of NBC Red and Blue networks. How far the FCC would go in the toning down process, however, was open to speculation, although a majority appears to look askance upon dual network operation and upon network forays into such fields as transcription production and artist bureau operation.

All of the major respondents during the hearings maintained their identical positions with respect to the Committee report. NBC, CBS and IRNA criticized it from virtually every angle. MBS alone, among the networks, supported the major conclusions and offered a series of suggested inhibitions against network contractual provisions with affiliates, designed to create a largely nonexclusive structure.

Contractual Relations

The question of FCC jurisdiction to write regulations to control network-affiliate contractual relations became the most bitterly fought issue. After General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh, had concluded that the FCC under the public interest clause of the Communications Act had ample authority to regulate monopoly and could draft rules, virtually all of the attorneys representing networks and stations, argued the opposite view with MBS alone subscribing to the FCC attorney's contention.

Because the jurisdictional question had not previously been argued, the Commission authorized filing of supplemental briefs by the parties in interest. When the FCC also asked for arguments on the competitive picture in network operations, in effect reopening the record, parties were given until Dec. 16 to file supplementary briefs. On Dec. 11, however, Commissioner T. A. M. Craven granted extensions to Dec. 24 on petition of NBC and CBS, which had requested postponement to Jan. 2. MBS did not oppose the move.

While the FCC majority appears inclined to proceed with greatest possible speed in drafting the proposed regulations, it was thought it probably could not complete the job before the new Congress convenes on January 2. Moreover, once the White resolution is introduced for a study, which probably would develop into a full-scale investigation, the FCC's hand unquestionably would be stayed.

Sentiment in Congress, it is believed, is sufficiently strong to bring prompt approval by the Senate Interstate Commerce Committee of such a proposal. The industry, it is thought, would welcome such an inquiry, looking toward a redefinition of the law, because of the confusion existing on the FCC itself regarding its jurisdiction and because the temper of the Commission's present majority is definitely of a "crackdown" nature.

Whether Senator White, regarded as the best informed legislator on all phases of communications, will be disposed to introduce actual legislation to revamp the FCC, remains to be decided. Presumably, he would not undertake such a move unless Chairman Wheeler and other influencial Committee members consented. Both Senator Wheeler and Senator White at the last session introduced "ripper" legislation on the theory that its troubles lay mainly in the personnel, rather than in the statute.

Plans Radio Probe

SENATOR WHITE

White Listens In

SENATORIAL interest in the FCC's consideration of the Network-Monopoly issue was manifested in the presence during the oral arguments Dec. 2-3 of Senator Wallace H. White (R. Me.), co-author of the original Radio Act of 1927, and sponsor of a resolution at the last session for a fact-finding inquiry into all phases of radio regulation. Ed Cooper, Senate Interstate Commerce Committee assistant to Senator Wheeler (D. Mont.), also was an observer. All radio legislation must pass through this committee, of which Senator Wheeler is chairman and Senator White ranking minority member. Senator White participated in the drafting of the Radio Act of 1927 as chairman of the old House Merchant Marine & Fisheries Committee.

A New Agency?

Thought has been given to creation of a separate agency to handle broadcasting matters, particularly since some 90% of the time of the FCC now is devoted to broadcasting and related fields, while common carrier matters are left more or less adrift. Another possible development is that for amendment of those provisions of the Communications Act of 1934 dealing with delegation of functions so that a separate division, or possibly a single individual, would be designated to handle all broadcast regulatory matters, and a similar division or individual assigned to public utility common carrier activities. Direct appeals from decisions of these commissioners or administrators might be taken either to a newly created Communications Appellate Board, with quasi-judicial functions, or to the courts direct.

While the oral arguments were somber in contrast with the advance notices and with the violent internal disputes of the FCC immediately preceding them, there nevertheless were significant developments during the arguments. Virtually no mention was made of the IRNA telegram incident, which had caused such an emotional stir within the FCC and which had prompt repercussions both at the White House and in Congress [BROADCASTING, Dec. 1].

Even though the FCC had completed a breakdown of telegraph responses from 227 network affiliate stations, in reply to the query whether they were in sympathy with the brief filed by IRNA, the data was not placed in the record and no questions were asked of IRNA Counsel Paul M. Segal, or of IRNA Chairman Samuel R. Rosenbaum, regarding the preparation of the IRNA brief.

MBS Sought Blue

Most startling of the disclosures during the hearing was that officials of MBS had made overtures regarding acquisition of NBC-Blue network contracts. This came after MBS Counsel Louis G. Caldwell had stated it was generally known that NBC was "peddling" the Blue. Afterward, NBC Counsel Philip J. Hennessey Jr., told the Commission that some time ago (about six months), officials of MBS and the *Chicago Tribune* (WGN), sought to buy selected Blue network outlets with the idea of filling in gaps on MBS. Mr. Hennessey asserted this would have "frozen" network competition at three major networks, since the remainder of the Blue stations would not be sufficient to re-establish a fourth entity.

Another tense situation developed

(*Continued on page 52*)

Hollywood Eyes Grand Rights To Retain Radio Exploitation

Film Colony More Sympathetic to Broadcasters As Music Battle Involves Songs From Films

By DAVID GLICKMAN

WITH the season's output of musical productions running well above previous years, and still others in the planning stage, Hollywood film producers will not be caught napping if the anticipated break between broadcasters and ASCAP occurs after Dec. 31.

The film industry, needing radio to exploit its productions and popularize music, is seeking an "out" in the controversy. Producers are reported as planning to resort to the "grand rights" stratagem, and sell their musical-dramatic shows to the networks or sponsors as packaged production, thereby including ASCAP catalogue numbers without violating copyright laws.

It was explained there is nothing in the ACSAP contract with members that prevents broadcasting a musical dramatic show in its entirety so long as the film producer, or anyone else, controls grand rights. Under such conditions, it was said, no performing rights license is necesary from ASCAP even though the writers are members of that organization.

Loss of Rights

Under the grand rights ruling, a major portion of a musical stage show or film must be broadcast or the right loses its "grand" classification, and thereby results in an infringement. Grand rights, as generally accepted, have applied only to stage plays and operettas.

ASCAP, it was pointed out, does not share in the grand rights purchase, even though the music therein is the copyright property of the Society. Composers and writers receive their royalties under the Society's "small rights" ruling, and therefore unlicensed radio would face infringement charges were it to broadcast individual numbers from musical scores if the authors are ASCAP members.

If a final break comes between broadcasters and ASCAP, the broadcasting of music from motion pictures would be forbidden by law unless packaged as a grand right, it is declared. This pertains to ASCAP music only. Every violation would automatically result in a fine of $250 or more to each station which broadcast the musical number.

Movies Sympathetic

In a counter move to thwart the possible packaging of musical films or operettas, ASCAP is understood to be considering legal means that would vest such rights by its member writers in the organization, operating the same as under the present small rights arrangement. The situation has aroused much speculation on the West Coast as to whether such strategy can be worked out without long court litigation.

Although much of the ASCAP library is owned by publishing identified with the film industry, Hollywood motion picture producers are showing a more sympathetic attitude toward radio for the dual benefits of exploitation and song plugging. Producers are much concerned over the music situation, knowing full well that hit tunes from motion pictures, popularized by radio, are the film industry's biggest asset. With elimination from the air, box office receipts will be hard hit.

Hollywood network executives have been in constant conference with film officials on possible tie-ups with Broadcast Music Inc. They are working on the angle of having BMI writers create title songs for forthcoming motion pictures. This would enable the film to be plugged on the networks even though other music in the picture is the work of ASCAP writers. In keeping with this plan, BMI made its first inroad into exclusive ASCAP territory in early December, with the acceptance of several tunes by RKO Radio Pictures for the film, "Hang Out the Moon."

BMI writers have turned out the title number and three or four other songs to be used in the motion picture, according to Harry Engle, West Cost manager of BMI, who negotiated the deal with Danny Winkler and Dave Brever of RKO.

Negotiations also were concluded for use of BMI music in the 16 mm. short subjects being produced by Edgar Bergen, Hollywood star of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands. Bergen is producing a series of soundie-shorts which will be released for dime-in-the-slot machines. BMI is also negotiating several similar deals which are expected to be closed shortly.

ANOTHER NOVELTY in microphones, as periodically designed by MBS technicians, was this "football mike" used by Red Barber, WOR-MBS sportscaster (left), on his description of the Dec. 8 pro football championship game between the Chicago Bears and the Washington Redskins at Washington's Griffith Stadium. The Barber broadcast, sponsored by Gillette Safety Razor Co., Boston, was carried on more than 100 MBS stations. Here Sportscaster Barber explains structural innovations of the contraption, with the microphone encased in a regulation football suspended from two steel goal posts over a scale model gridiorn, to George Marshall, president of the Redskins. Gillette also has taken an option on the 1941 broadcast of the championship game of the National Professional football league.

Silvers Irked

Meanwhile, drawn into the broadcasters-ASCAP controversy is Lou Silvers, Hollywood musical director and composer of incidental music of the weekly CBS *Lux Radio Theater*, sponsored by Lever Bros. Co. Under ASCAP ruling, Silvers, associated with the dramatic program for six years, will not be permitted to continue in that dual capacity after Dec. 31, as all his creative efforts become the Society's property.

Silvers, who intends to make an issue of the edict, declared that his *Lux Radio Theatre* original compositions have not improved his ASCAP rating. He has been a member since 1923. He further stated that no royalty payments have been received from the restricted music which runs on an average of 25 minutes for each broadcast. It is his contention that he is being made to pay for music that never brought him any financial returns through ASCAP. Silvers insists he is being penalized by the ruling, which would force him personally to hire a non-ASCAP writer to score the *Lux Radio Theater* program.

Silvers pointed out that music for the program cannot be put into the public performance category because J. Walter Thompson Co., agency servicing the Lever account, also holds a copyright on the incidental selections. The music cannot be used on any other program which militates against increased recognition of his efforts by ASCAP, he maintains. Herman Greenberg, assistant general manager of ASCAP, when in Hollywood during early December contended that Silvers, being a member of the Society, has assigned all rights to his *Lux Radio Theater* compositions to that organization and even though they are not used on any other program, the issue is cleancut. It is understood that J. Walter Thompson Co., which holds Silver's contract, is studying the legal aspects of his status in a determined effort to keep him on the show in the present capacity of conductor-composer.

ASCAP STARS TREK TO THE HILLS

Carload of Big Names Hauled to Frederick, Md., To Dramatize Signing of WFMD Contract

MUSIC, or maybe we'd better say ASCAP, hath "charm". For it was only ASCAP that could have gotten a bevy of Broadway bumpkins to Frederick, Md., Dec. 10. The town is on a single-track branch of the B & O and its chief claim to fame is that it was the hometown of Francis Scott Key, author of the national anthem.

The occasion was the celebration of WFMD's grant of unlimited time and "incidentally" the signing of the ASCAP contract by Major Laurence Leonard, owner of the station, and Gene Buck, president of ASCAP.

A two-hour broadcast featured the program for which such stars as George Cohan, Irving Berlin, Oscar Hammerstein, 2d, Otto Harbach, Dr. Sigmund Speath, Ferde Grofe, Arthur Schwartz, Irving Caesar, Peter De Rose, May Singhi Breen, Joe E. Howard and Isham Jones journeyed into the Maryland hinterlands. On the other hand it isn't so strange that Mr. Buck shepherded his flock to Frederick—it's one of the few towns with a radio station that has signed up with ASCAP.

Just before the WFMD-ASCAP papers were signed, according to the *Washington Post*, A. V. Tidmore, general manager of the station, said, "It is our carefully considered opinion that we cannot fulfill our obligations to our listeners by depriving them of music like 'The Old Rugged Cross', 'Happy Birthday to You' and thousands of other compositions of all kinds of classes."

"An official of ASCAP," according to the *Post*, "whispered during the broadcast that the talent represented on tonight's show would have cost a producer $500,000 to bring together. Tin Pan Alley's famous performed tonight without pay because their only desire was to dramatize their fight with the big broadcasting companies over who should pay for the use of copyrighted music—the small independent stations like WFMD or the networks."

ASCAP told the Frederick populace that if the network ban goes into effect Jan. 1 its music will be barred in only two countries—United States and Germany.

TWO LOCAL GRANTS BRING TOTAL TO 74

THE TOTAL of new station grants thus far this year reached 74 when the FCC on Dec. 5 authorized two more locals—one in Harlan, Ky. and the other in Lawton, Okla.

The Harlan station was granted to Blanfox Radio Co. Inc., and will operate with 250 watts on 1420 kc. The principals are Combs Blanford, of Mayfield, Ky., president and 46⅔% stockholder, and John Francke Fox, of Bluefield, W. Va., secretary-treasurer, who holds the same amount of stock. The remaining stock is held by Richard B. Helms, of Bristol, Tenn., vice-president. Mr. Blanford is a radio salesman, and Mr. Fox and Mr. Helms have served as engineers with various stations.

The new station in Lawton was granted to Williard Carver, head of Carver Chiropractic College, and Byrne Ross, insurance man, each 50% stockholder. It will operate with 250 watts on 1120 kc.

THE NEW WBIR, Knoxville, on or about Jan. 1 will join MBS, bringing the network's total affiliates to 165. WBIR operates on 1210 kc. with 100 watts.

NBC Realigns Program Department

New Public and Concert Services Supplant Present Setup

A SWEEPING realignment of the NBC Program Department, entailing also the elimination of the Educational Department and the NBC Artists Service and the creation of a Department of Public Service and an NBC Councert Service, was announced Dec. 10 by Niles Trammell, president. Reorganization had been expected since the appointment of Sidney Strotz, formerly vice-president in charge of the network's Central Division, as vice-president in charge of programs (BROADCASTING, Oct. 15).

Under the new setup, which becomes effective immediately, Dr. James Rowland Angell, formerly educational counsellor, becomes NBC counsellor for public service programs. This new division includes all religious, educational, agricultural and children's programs. The revised artists service work arrangement places George Engles, vice-president who formerly headed NBC Artists Service, in charge of the Concert Service, handling management, sale and promotion of all artists in the concert and operatic fields.

Other Changes

Radio talent formerly included in the Artists Service are now handled in a new division of the Program Department, the program and talent sales division. Bertha Brainard, formerly manager of the commercial program division, heads this division, supervising all booking of artists for radio, motion picture and personal appearances, as well as the building, selling and management of all talent used for both sustaining and commercial programs. Separation is designed to secure closer direction of the artists' activities in the radio and popular entertainment field as distinguished from appearances in the operatic and concert fields, Mr. Trammell stated.

Outlining the other changes in his department, the appointment of separate managers for the two NBC networks was announced. Phillips Carlin, formerly sustaining program manager, now heads the Red Network program organization, while William Hillpot, formerly of the Artists Service, becomes Blue Network program manager. Each will have charge of both commercial and sustaining programs on his network.

A central booking office, to schedule all network programs under the direction of the Red and Blue program managers, has been established under the management of Helen Shervey. Charles A. Wall, of the treasurer's office, has been appointed business manager of the Program Department, a post which has been vacant since the resignation of C. W. Fitch several months ago.

Clarence L. Menser, for nearly ten years production and program manager of NBC's central division and more recently manager of the Chicago office of Gardner Advertising Agency, returns to NBC to fill the newly-created position of national production manager. His duties will be to coordinate production of all network programs, including those originating at division offices and on the M & O stations.

Figure in NBC Program Shakeup

Mr. Carlin

Mr. Engles

Mr. Hillpot

Mr. Chotzinoff

Mr. Roberts

Mr. Menser

Miss Brainard

Mr. Preston

New Music Division

Wilfred Roberts continues as manager of the New York production division, which has been expanded to include continuity, announcing and sounds effects. Lewis Titterton, manager of the continuity section, Patrick Kelly, manager of the announcing section, and N. Ray Kelly, manager of the sound effects section, now report to Mr. Roberts.

Another new division, the music division, has been established, with Samuel Chotzinoff, director of serious music, as manager. He will be responsible for all orchestral activities, coordinating with the other Program Department divisions. Dr. Frank Black, musical director, and Leo Spitalny, contractor of the house orchestra, report to Mr. Chotzinoff. Thomas Belviso continues as manager of the music library as well as the music program preparation section.

Walter Preston Jr., formerly assistant to the vice-president in charge of education, has been appointed manager of the newly-created public service division of the department, supervising women's and children's programs and religious and educational broadcasts. Another new post is that of director of talks, whose duties will be to coordinate with the Red and Blue program managers all forum programs, Governmental talks, programs of controversial nature or political character. This position has not yet been filled, but an appointment will be announced shortly, Mr. Strotz stated.

The new program and talent sales division of the Program Department, under the direction of Miss Brainard, will be responsible for the development, creation and sale of programs for both the Red and Blue networks; will manage and direct all talent on both commercial and sustaining broadcasts; will handle the sale of talent for radio, movies and personal appearances, and will coordinate the operations in this field of the network's divisional offices.

Daniel S. Tuthill, formerly assistant managing director of the Artists Service, will be assistant manager of the division, handling contracts and management. Douglas Meservey, formerly assistant to the commercial program manager, becomes assistant manager in charge of sales.

The news and special events division of the Program Department continues under the direction of A. A. Schechter.

Staff Transfers

Forty members of the Artists Service have been transferred to this new division, including:

New York—Daniel S. Tuthill, Alice L. Stauffacher, Carol Chucknow, George Sax, Edna McClure, Spencer G. McNary, Donald Meissner, Frank Murtha, Jean E. Treacy, John Babb, Rubey Cowan, Ethel Gilbert, Samuel L. Ross, Jack Von Tilzer, Charles Facer, Katherine Bauer, Madge Boyton, John J. Collins, Ellen Egan, Grace H. Hellerson, Ruby Smith, Stella M. Smith.

Chicago—James L. Stirton, Robert M. Kendal, Raymond Neighengen, Kenneth V. Akins, Helen E. Carey, Georgia Fuller, Mary P. Kelly, Fred Klein Jr.

Hollywood—Alex Robb, Wynn Rocamora, Charles B. Smith, W. Carroll Tornboth, Walter C. Baker, Honor Holden, Margaret Kent, Jack Parker, Mae Regan, Norma Reinhart.

FORD BOND, NBC announcer, has turned his 60-foot cruiser over to the U. S. Coast Guard, to be used in active coastal duty.

Advertising Data Collected by FTC

Amount Spent for Advertising Involved in New Surveys

ADDITIONAL data on advertising expenditures of large industry groups are being released periodically by the Federal Trade Commission in line with the project of collecting annual financial reports on a large number of industrial corporations operating principal U. S. industries [BROADCASTING, Nov. 15]. The FTC figures, although not broken down beyond overall expenditures for advertising and other selling and operating expenses, testify to the increasingly important regard for advertising in big business budgets.

Food Concerns

According to the FTC, four of the "most important" concerns in the food specialty manufacturing field, with total net sales in 1939 amounting to $270,797,816, spent 8.97% of this amount, or $24,294,483 for advertising. Four biscuit and cracker manufacturers, reporting consolidated 1939 sales of $154,719,550, were shown to have spent 3.45% of their total sales volume, or $5,328,337 for advertising. Five manufacturers of corn products, with consolidated sales of $109,996,726, spent 2.54%, or $2,791,043, according to the FTC, and five beet sugar refining corporations, aggregating $103,939,719 in sales, spent $95,452, or .09%, for advertising during 1939.

Manufacturers of food and food beverages, into which group these concerns would largely fit, are among the heaviest buyers of radio time, so a good share of those advertising expenditures doubtless went for purchase of radio time. According to the 1940 BROADCASTING *Yearbook*, the "food and food beverage" sponsors during 1939 accounted for $24,649,778 in gross network times sales, plus an estimated $3,162,781 from January to September in national non-network time (139 stations). The BROADCASTING figures are projected on a full-industry basis, rather than a representative basis, as is the case with the FTC data.

In other categories, six manufacturers of rubber products, with total 1939 sales amounting to $552,267,559, spent 3.12% of this amount, or $17,252,504, on advertising, according to the FTC. Eight corporations manufacturing heating and cooking apparatus, from stoves and ranges to oil burners, with sales of $152,478,026, were shown to have spent for advertising $3,314,239, or 2.17% of total sales. Nine of the principal manufacturers of agricultural machinery and tractors, with sales of $529,356,946, spent 1.45% of this amount, $7,701,253, for advertising; six glass manufacturers, with $261,420,053 in sales, spent 1.27%, or $3,328,346; 19 manufacturers of auto parts and accessories, with $460,750,928 in sales, spent .98%, or $4,497,908.

CAMPBELL SOUP Co., Camden, on Dec. 13 replaced *Short Short Story* heard Mondays, Wednesdays, and Fridays on CBS, 11-11:15 a.m., with *Charlie and Jessie*. Program features Donald Cook and Florence Lake, and is written by Wyllis Cooper.

Success Secrets of Colonial Dames

Coast Series Costs Little But Gets Big Results

By **GRACE GLASSER**

President, Glasser-Gailey & Co.
Los Angeles

HEARD every Friday evening on a seven-station CBS-Pacific Coast network, *Find the Woman* is perhaps the least pretentious network program in the nation. But, paradoxically, its lack of pretentiousness is the chief source of satisfaction to the sponsor and our client, Colonial Dames Inc., Los Angeles, which employes this five-minute narrative program to advertise its whole line of cosmetics.

Mention network radio to the average manufacturer whose budget admits of no high-flown experiments, whose every advertising dollar must produce sizable results immediately, and unless his reaction time is slow, he will cringe perceptibly.

It is unfortunate, but nevertheless a fact that most regional advertisers with limited appropriations, although drawn toward radio by the prospect of bonanza results, are still frightened by another prospect—that of enormous expenditures for time and talent. They realize their inability to match the expenditures of national competitors dollar for dollar on a 52-week basis, and decide to forego network radio's advantages for a more modest effort—probably in another medium.

Money Takes a Back Seat

Some advertisers have sensed the fallacy of this creed during the last two years with the result that their shrewdly and cheaply produced "idea shows" are attracting audiences on the networks comparable to the big-name variety shows. Fortunately, Colonial Dames' executives learned quite some time ago that the talent price of a program need have no direct relationship to the audience the show gets. They learned it in 1932 when they built their first great merchandising success in network radio with a program whose talent cost per week was—nothing.

Against the trend toward elaborate variety programs, H. P. Willats, president of Colonial Dames Inc., began a series of straight-from-the-shoulder beauty talks, a remote ancestor of the present *Beauty Explorer*, on KHJ, Los Angeles. That was in 1932. Subsequently the series was extended to the entire Columbia-Don Lee network on the Pacific Coast, Debunking wild claims made for some cosmetics long before the FTC proclaimed that there is no such thing as a cosmetic which "feeds" the skin, Mr. Willats told his rapidly expanding audience just what powder or creams did to and for the skin.

It is a tribute to this series that almost seven years after its termination, Colonial Dames still receives commendatory letters regularly from its former listeners. From a merchandising viewpoint, it is an even greater tribute that it forced distribution in scores of cities along the Pacific Coast.

GRACE GLASSER

News for FDR

THE WORLD is only as far away as the switch on his radio set for President Roosevelt while he has been on his Caribbean cruise. For in addition to official dispatches radioed from Washington, WIOD, Miami, has been presenting a special news broadcast at 2:30 p.m. daily designed to keep the President and his party informed of world happenings. The special newscast is made up of United Press reports and the announcements directed the program to the President and others aboard the cruiser *Tuscaloosa* and escort vessels. Announcer John Stinson reads the news.

Saturation in West

Other programs carefully planned, economical, and keyed to the basically sound merchandising plan — superseded these beauty talks. *Colonial Miniatures*, a musical program conjuring up visions of minuettes, and *Love Stories of Colonial Women*, a dramatic narrative show, were 15-minute Sunday afternoon productions adhering to the demands of economy while appealing to a far different audience than the beauty talks had. Alternating the appeals of its programs, supplanting a series when it had reached a saturation point, Colonial Dames "won the West". The firm has reached the point where currently it has more than 4,800 drug and department store outlets in the 11 Western states alone—practically universal distribution also.

When we went shopping for a program for our client to broadcast on a nine station CBS Pacific Coast network in December, 1939, CBS suggested *Return to Romance*, narrating the love stories of famous women. We again knew that we had what we wanted. Our client liked it. Both the show's Hooper Rating and Colonial Dames sales were rising satisfactorily when an irresistible opportunity presented itself. The last five minutes of the *Kate Smith Hour*, recaptured by CBS from General Foods Corp. was available for sponsorship on the Pacific Coast, and as, according to the Hooper ratings, there was a ready-made audience of close to a half-million Western radio families, we signed that time. We capitalized, as all regional network advertisers should strive to do, on the audience delivered by this widely popular variety show. The *Return to Romance*, having served its purpose, we selected a new type of program, *Your Hollywood Beauty Explorer*, for this five-minute spot.

Your Hollywood Beauty Explorer was simply a commentary on some aspects of skin beauty which answered questions submitted by listeners. It s success was mirrored in a steady increase in sales of Colonial Dames All-Purpose Cream and Colonial Dames Make-Up Beautifier, and in the enthusiasm of the organization's salesmen and demonstrators.

Sunburn Slant

For instance, as evidence that the dealers are really feeling the program's impact, we talked at great length on a recent program during the commercial, about the sun-screening properties of Colonial Dames Make-Up Base. As result in every city along the Pacific Coast where the program is heard, dealers reported that women came in asking about this make-up base as a guard against sunburn.

With summer fading into fall, and convinced that *Your Hollywood Beauty Explorer*, had made new friends for Colonial Dames Inc. and its products, we suggested a change in program. We suggested one that would fit into the trends of time, and a golden opportunity was presented. We discovered the five-minute narrative program, *Find the Woman*, which is built around women behind current headlines. It suited our purpose, and the dynamic Knox Manning, West Coast commentator, was signed as narrator. That was Aug. 9, and the series has been renewed as of Dec. 20 for one year. Men as well as women like it. And commercials of each program tie in nicely with the story of the moment.

The commercials of our client's program alternate between urging feminine listeners to consult the demonstrators, and getting mail leads, which we do about every third week. On a most recent mail draw Colonial Dames offered a seven-item makeup set for 25 cents. Although the mention was fairly casual, because the sponsor does not believe in high-pressuring mail response, 1,100 quarters were received, and they are still coming in. From the price list and order blanks on regular merchandise, which is always included with the premium when it is mailed to the purchaser, our client is receiving an amazingly high number of repeats.

The response to offers made on *Your Hollywood Beauty Explorer*, the current *Find the Woman*, and other mail response too, is an important part of the ground-work of Colonial Dames merchandising setup. All mail is turned over to us at the agency, and when the labels are typed before being pasted on the merchandise, two carbons are made. One carbon, the permanent record, goes into the Colonial Dames file as a mailing list which regularly receives news of special "deals". The other carbon is forwarded to the Colonial Dames demonstrator in the town from which the mail originally emanated. This carbon has a key on it to indicate what the woman inquired about. For instance, BH stands for blackheads, DS for dry skin. Thus every piece of mail that our client's program brings in is converted into a prospect for the product. During the period Colonial Dames has used radio, a mailing list of 15,000 active customers has been built up by this method.

Success Secret

Just before the *Hollywood Beauty Explorer* went off the air summer make-up problems were stressed. As result, demonstrators report a noticeable upsurge in the number of women consulting them on the subject. Several weeks ago Colonial Dames devoted a program to redheads. Within one week after that broadcast, the firm's demonstrators at Bullock's Inc., one of Los Angeles' largest department stores, reported that 156 redheaded women had called on her at the behest of the program.

Additionally, every woman whose question is answered on the air receives a free package of the Colonial Dames preparation which solves her beauty problem. No, the preparation is not mailed to her. It is available at a Colonial Dames outlet. The store traffic thus created pays dividends in good will.

Thus has Colonial Dames solved its problems of an integrated merchandising campaign through the use of network radio time. And there is no reason why other advertisers should balk because they imagine the cost is excessive. The formula is simple: Be an opportunist. Hitch your wagon to a star. Spot your "unpretentious" show between two "biggies" of known audience (and there are plenty of them on every network schedule that are available to regional advertisers), and results are virtually assured.

Willys Disc Series

WILLYS-OVERLAND MOTORS, Toledo, has cut a series of transcribed announcements to announce its new "Americar" model. Records were cut by NBC Radio Recording Division in Chicago. U. S. Adv. Corp., Toledo, will place the spots.

BAUKHAGE, NBC Washington commentator, has been elected vice-president of the Radio Correspondents Assn. for the term ending in March.

KOY *first*

FIRST

... ON THE AIR IN ARIZONA—1922

... ON THE DIAL—550 KILOCYCLES.

... TO ORGANIZE A STATE-WIDE NETWORK.

... FIRST—KOY IS ALWAYS FIRST AMONG ARIZONA LISTENERS.

An Accounting of Our Stewardship

IN THE FOUR YEARS KOY has been under the present management of the Salt River Valley Broadcasting Company, it has proved itself as Arizona's station of public service.

In 25,096 hours of broadcasting, KOY has presented 1,500 hours of educational programs, 1,456 hours of community service and 624 hours of agricultural programs, plus 11,658 announcements supporting community enterprises. Also—there have been 250,000 friendly listener letters; 500,000 people assembled in audiences through KOY efforts, and 15,000 people in musical groups have broadcast on KOY.

These are indications of the public acceptance of KOY in Arizona . . . which has made KOY the leader in advertiser acceptance: KOY carries more national spot business than all other stations in Arizona combined; network advertisers choose KOY in Arizona almost two to one; Arizona's pioneer firms choose KOY consistently.

Burridge D. Butler, *Chairman*
Fred Palmer, *Manager*

FIRST

IN MAIL

77,853 letters in 1939—more than one for each radio family.

IN RENEWALS

1938 advertisers renewed 50 quarter hours weekly in 1939—and again in 1940!

FIRST

IN NEWS

KOY leads in sponsored news—has scored beats on 80% of local, national and international news.

IN SPORTS

More hours of sports per week than all other Arizona stations combined.

FIRST

WITH FARMERS

Exclusive radio voice of state Farm Bureau and Arizona Farmer—only farm paper in the state.

IN CIVIC SERVICE

More than 200 civic organizations last year took their messages to the people via KOY.

KOY

1000 Watts
550 Kilocycles

PHOENIX
ARIZONA

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

Key Station, Arizona Network:
KOY—Phoenix KTUC—Tucson KSUN—Bisbee

FCC Starts Drive to Divide Clears

Strong Dissent Filed To WHDH Ruling; Appeals Likely

THE LONG-HINTED putsch toward breakdown of clear channels through East-West Coast duplication officially materialized Dec. 6 with the proposed decision of a majority of the FCC to grant WHDH, Boston, fulltime on 830 kc., a Class I-A channel occupied by KOA, Denver. The action presaged litigation likely to wind up in the Supreme Court.

By a split vote of 3 to 2, with Chairman Fly not participating, the Commission announced its intention to amend existing rules authorizing 26 Class I-A or fully clear-channel stations at night, by deleting the 830 kc. frequency to permit fulltime for WHDH. It is regarded as the forerunner of an all-out crusade by the FCC's present anti-clear channel majority to duplicate clear-channel stations.

A 'Dangerous Precedent'

The action in the KOA case was reported by BROADCASTING in its Oct. 15 issue, following a meeting at which Commissioners Walker, Thompson, and Payne voted for the duplication and Commissioners Craven and Case strongly dissented. Chairman Fly was absent. The same alignment voted for the proposed report announced Dec. 6, but with Chairman Fly not participating. His failure to vote permitted the proposed decision, since his vote with the Craven-Case minority would have resulted in a deadlock. His non-participation was ascribed to insufficient knowledge of the issues, since he had been occupied with national defense and other activities.

Nevertheless, in industry circles there was criticism of the whole issue. First, it was felt the FCC should not vote on so fundamental an issue without full representation, particularly since there is one vacancy. Moreover, by permitting the decision to develop on a 3 to 2 split without an expression from the chairman, the interpretation was that the chairman's failure to vote was as good as a vote in favor of the clear-channel breakdown.

The dissenting opinion of Commissioners Case and Craven minced no words in describing the dangerous precedent which would be created if the FCC finally breaks down the clear channels. It is one of the 26 specified for exclusive use at night in this country under the Havana Treaty, slated to become effective next March 29. If the breakdown of one channel in the group is authorized, it is pointed out that it would be an easy matter to curtail the service of others through duplicate operation.

The Dec. 6 action is a proposed decision, rather than a final decree. Considerable controversy entered in the case because the FCC refused to permit KOA, dominant station on the channel, as well as several other stations on the frequency, stations on adjacent channels, and the Clear Channel Group, to intervene or participate in the case in any way. Commissioner George H. Payne first denied the intervention petitions and was afterward sustained by a split Commission vote.

The anti-clear channel group is known to favor duplicate assignments by placing at least three stations on each clear channel. Their contention, in defiance of recognized engineering opinion, is that through use of directive antennas, minimum interference would be caused and improved service would be provided throughout the country.

Hard on Rural Areas

However, opponents of this thesis bring out that the additional service would come only to adequately programmed metropolitan areas, capable of installing the new facilities, while the rural population, now underserved, would be deprived even of secondary service.

Applications for intrevention had been filed, among others, by KOA; CBS on behalf of WABC, New York, on an adjacent frequency; WMEX, Boston, on competitive grounds; and the Clear Channel Group, representing 13 stations on Class I-A frequencies. The hearing was held Jan. 29-30. WHDH, now using daytime and evening time preceding sunset at Denver, on 830 kc. with 1,000 watts, asked for 5,000 watts fulltime on the channel.

The Thompson-Walker-Payne majority held that issuance of the authorization as applied for would violate Section 325 of the rules, setting up Class I-A channels. Therefore it proposed to amend the rules, deleting the 830 frequency from this select group and reducing the number of clears to 25. Originally there were 40 clear chanels set aside for exclusive use of high-power stations at night, designed to provide rural and remote service. The number, however, was diminished over the years through breakdowns under the guise of special experimental authorizations, until the FCC pegged the allocation at 26 under the Havana Treaty .

The Commission majority held that the fulltime operation of WHDH would not cause any interference to primary service of KOA, but that interference might reasonably be expected to reception in the eastern half of the United States. The granting of the WHDH application, it said, would enable WHDH to deliver service of primary signal quality to an area with 3,093,000 people, or 61,000 more people than are now included within the primary service area of the station. With the increased hours, a new service would be rendered WHDH to 94.9% of the Boston metropolitan area, including a population of 2,185,000. Mention also was made of extension of service to the fishing banks off the New England coast.

A Thorough Dissent

In its conclusions the Commission majority said operation of WHDH as proposed "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be limited to interference with intermittent reception upon receivers located in the eastern part of th United States, remote from the station."

Whereas the majority opinion covered only four pages, the dissenting opinion of Commissioners

(Continued on page 94)

KLASSY KEGLERS from all angles are these five members of the bowling team of KSO-KRNT, Des Moines, now leading the *Register & Tribune* Bowling League with 22 games won out of 33 played. For the last two years the team has won top honors and appears well on the way to a third championship. The quintet includes (l to r) Ruth Raplinger, Esther Sipling, Naomi Achtermann, Virginia Poepping and Mabel Boddicker. All are members of the KRNT-KSO secretarial staff except Miss Sipling, who heads radio continuity.

Free Competition Favored by FCC

'Survival of Fittest' Theory Marks Dubuque Decision

FREE COMPETITION in broadcasting, irrespective of whether stations may "go under" because of the dizzy pace, is the intent of the FCC, it was made clear Dec. 9 in an FCC decision and order involving the much-litigated Sanders Bros. case in Dubuque, Ia. It was this case that resulted in a Supreme Court decision several months ago, establishing the "survival of the fittest" theory.

Denying a petition for rehearing filed by WKBB, Dubuque, operated by Sanders Bros., from the FCC decision of Sept. 4 granting the new KDTH, Dubuque, a modification of license for improved facilities, the FCC used the language of the Supreme Court in that very case as the basis for its action.

It held that under the Communications Act, as interpreted by the courts, a licensee is not entitled to be protected from free competition. On Sept. 4 the FCC had granted the *Telegraph Herald* station, KDTH, a construction permit to increase its power from 500 watts to 1,000 watts and its hours of operation from daytime to unlimited time, on 1340 kc.

Competitive Aspect

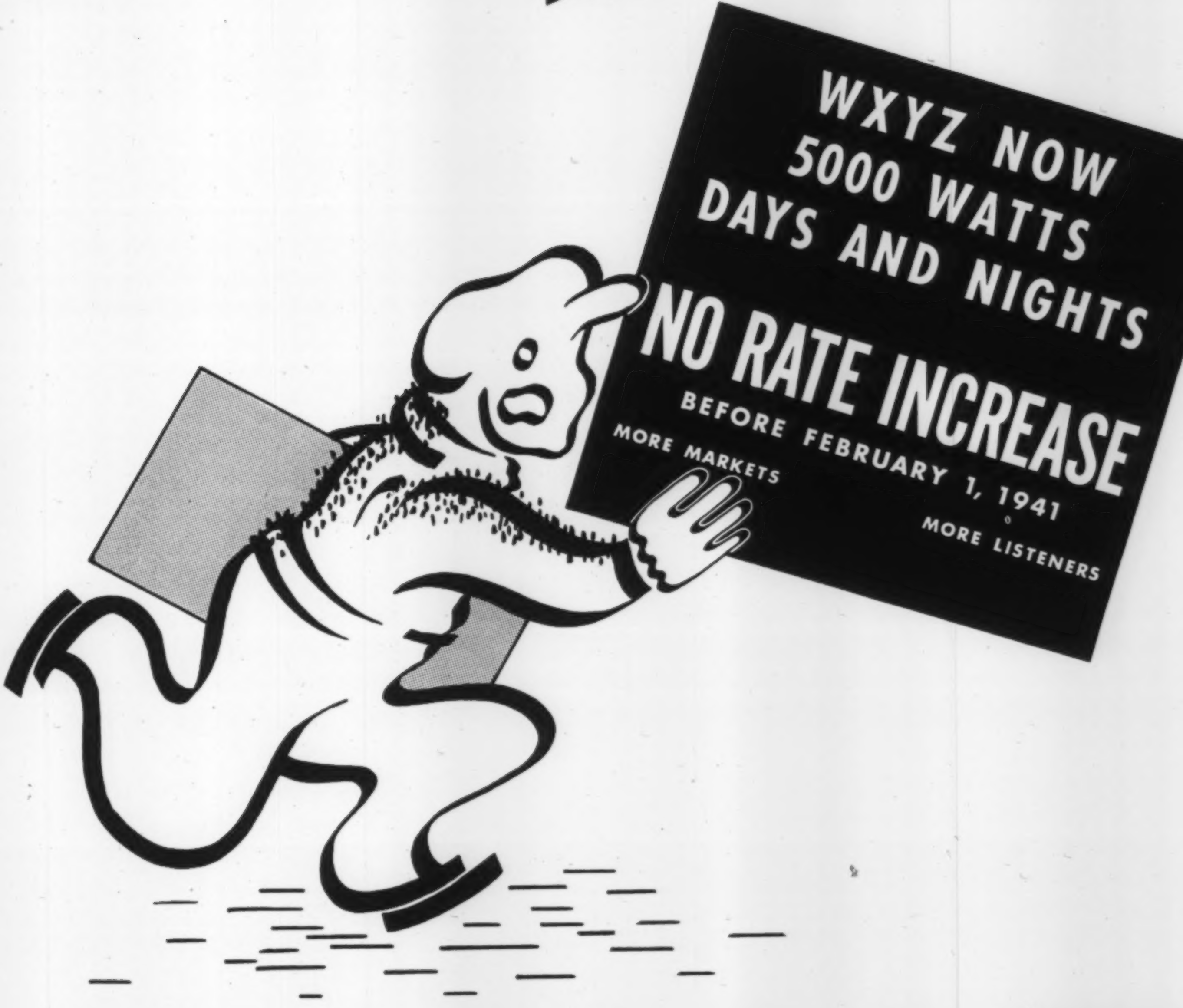
WKBB, through its counsel, contended that the granting of the application would adversely affect the public interest because of the competitive situation and that either its station and the proposed *Telegraph Herald* station would go under, or its station and the new station would be compelled to render inadequate service, or that one of the two stations would go under, with the public receiving inadequate service during the period that both continue in operation.

Admonishing WKBB that it "misapprehends the Commission's duty to consider competition" under the law, the FCC said that since the *Telegraph Herald* is financially qualified to operate the proposed station, the Commission believes that public interest will best be served by allowing "free competition between the applicant and the existing station." It reiterated language used in granting the application of WORD, Spartanburg, S. C., last January, in which it said that competition between stations in the same community inures to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers.

Carpet Co. New Sponsor

ALEXANDER SMITH & Sons Carpet Co., Yonkers, N. Y., will use radio for the first time on Feb. 1, 1941, when it starts a 13-week campaign on the six CBS New England stations — WEEI WBRY WDRC WPRO WORC WMAS. Program, heard Mondays, Wednesdays and Fridays, 3:30-3:45 p.m., will feature a woman commentator giving instructive details on the decoration of a New England home. Agency is Anderson, Davis & Platte, New York.

BIG NEWS OF THE DAY IN DETROIT


WXYZ NOW
5000 WATTS
DAYS AND NIGHTS
NO RATE INCREASE
BEFORE FEBRUARY 1, 1941
MORE MARKETS
MORE LISTENERS

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.

HUSK HUSTLERS of WHO, Des Moines, met late in November for a special three-way corn husking match to settle once and for all just who on the staff qualified as WHO's No. 1 bangboard artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), nosed out Kenny Gfeller, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several hundred spectators. WHO staff members acting as officials included Manager J. O. Maland, Program Director Harold Fair, Publicity Director Woody Woods, News Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Godt and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Gfeller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

FLORIDA CITRUS EXCHANGE, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOV, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the *Alfred McCann Pure Food Hour* on WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the *Lone Ranger* series, has a book coming out in January to be titled *The Lone Ranger Rides* and to be published by Putnam's.

U. S. Population Figures by States

Comparative ranks and totals, 1940-1930, as announced by U. S. Census Bureau, Dec. 4, 1940 *

Division and State	Rank 1940	Rank 1930	Population 1940	Population 1930	% Increase 1930-1940
UNITED STATES TOTAL	..	..	131,669,275	122,775,046	7.2
GEOGRAPHIC DIVISIONS:					
New England	..	..	8,437,290	8,166,341	3.3
Middle Atlantic	..	..	27,539,487	26,260,750	4.9
East North Central	..	..	26,626,342	25,297,185	5.3
West North Central	..	..	13,516,990	13,296,915	1.7
South Atlantic	..	..	17,823,151	15,793,589	12.9
East South Central	..	..	10,778,225	9,887,214	9.0
West South Central	..	..	13,064,525	12,176,830	7.3
Mountain	..	..	4,150,003	3,701,789	12.1
Pacific	..	..	9,733,262	8,194,433	18.8
NEW ENGLAND:					
Maine	35	35	847,226	797,423	6.2
New Hampshire	45	42	491,524	465,293	5.6
Vermont	46	46	359,231	359,611	—0.1
Massachusetts	8	8	4,316,721	4,249,614	1.6
Rhode Island	36	37	713,346	687,497	3.8
Connecticut	31	29	1,709,242	1,606,903	6.4
MIDDLE ATLANTIC:					
New York	1	1	13,479,142	12,588,066	7.1
New Jersey	9	9	4,160,165	4,041,334	2.9
Pennsylvania	2	2	9,900,180	9,631,350	2.8
EAST NORTH CENTRAL:					
Ohio	4	4	6,907,612	6,646,697	3.9
Indiana	12	11	3,427,796	3,238,503	5.8
Illinois	3	3	7,897,241	7,630,654	3.5
Michigan	7	7	5,256,106	4,842,325	8.5
Wisconsin	13	13	3,137,587	2,939,006	6.8
WEST NORTH CENTRAL:					
Minnesota	18	18	2,792,300	2,563,953	8.9
Iowa	20	19	2,538,268	2,470,939	2.7
Missouri	10	10	3,784,664	3,629,367	4.3
North Dakota	39	38	641,935	680,845	—5.7
South Dakota	38	36	642,961	692,849	—7.2
Nebraska	32	32	1,315,834	1,377,963	—4.5
Kansas	29	24	1,801,028	1,880,999	—4.3
SOUTH ATLANTIC:					
Delaware	47	47	266,505	238,380	11.8
Maryland	28	28	1,821,244	1,631,526	11.6
District of Columbia	37	41	663,091	486,869	36.2
Virginia	19	20	2,677,773	2,421,851	10.6
West Virginia	25	27	1,901,974	1,729,205	10.0
North Carolina	11	12	3,571,623	3,170,276	12.7
South Carolina	26	26	1,899,804	1,738,765	9.3
Georgia	14	14	3,123,723	2,908,506	7.4
Florida	27	31	1,897,414	1,468,211	29.2
EAST SOUTH CENTRAL:					
Kentucky	16	17	2,845,627	2,614,589	8.8
Tennessee	15	16	2,915,841	2,616,556	11.4
Alabama	17	15	2,832,961	2,646,248	7.1
Mississippi	23	23	2,183,796	2,009,821	8.7
WEST SOUTH CENTRAL:					
Arkansas	24	25	1,949,387	1,854,482	5.1
Louisiana	21	22	2,363,880	2,101,593	12.5
Oklahoma	22	21	2,336,434	2,396,040	—2.5
Texas	6	5	6,414,824	5,824,715	10.1
MOUNTAIN:					
Montana	40	39	559,456	537,606	4.1
Idaho	43	43	524,873	445,032	17.9
Wyoming	48	48	250,742	225,565	11.2
Colorado	33	33	1,123,296	1,035,791	8.4
New Mexico	42	45	531,818	423,317	25.6
Arizona	44	44	499,261	435,573	14.6
Utah	41	40	550,310	507,847	8.4
Nevada	49	49	110,247	91,058	21.1
PACIFIC:					
Washington	30	30	1,736,191	1,563,396	11.1
Oregon	34	34	1,089,684	953,786	14.2
California	5	6	6,907,387	5,677,251	21.7

* Also see BROADCASTING, Oct. 1. Minus signs indicate decrease.

Union Leader's Farm Test

HENRY HISER, public relations director of the Cleveland Union Stockyards, and editor and publisher of the *Cleveland Livestock News*, will appear on the new *Farm Journal* program to be sponsored on WCLE, Cleveland, by P. Lorillard Co., New York, in the interests of Union Leader Pipe tobacco. The program, starting Jan. 6, will be broadcast five times weekly, 12:15-12:30 p.m., and will be directed to farmers of northeastern Ohio in the form of a newspaper of the air. Possible expansion of such a farm program to other stations is under consideration, according to Lennen & Mitchell, New York, the agency.

Christmas Bonuses at WHO

TWO XMAS bonuses will be given this year to staffmen of WHO, Des Moines, according to Col. B. J. Palmer, president. A cash bonus, payable Dec. 20, will give 10% of annual salary to all employes of five years or more; 9% for four years; 6% for two years; 5% for one year. In addition, the board authorized a special contribution to the profit-sharing fund of 45% of the monthly salary for November. The regular station contribution to the profit-sharing fund each month is usually 10% of the monthly salary of each employe. The bonuses apply only to regular payroll and do not include talent.

Guild Renewed by Gulf For Another 16 Weeks

GULF OIL Corp., Pittsburgh, on Jan. 5 renews for 16 weeks *Gulf Screen Guild Theatre* on 75 CBS stations, Sunday, 7:30-8 p.m. (EST), assuring its continuance through the balance of the 1940-41 season. S. S. Larmon, New York executive of Young & Rubicam, agency servicing the account, was in Hollywood during early December to confer with executives of the Screen Guild and complete negotiations. Under the arrangement, the Motion Picture Relief Fund receives $10,000 weekly from the sponsor, with film talent contributing their services.

With completion of the current series, the Fund will have received a total of $800,000 for construction of a home for indigent film industry workers. Roger Pryor continues to m.c. the show, with Oscar Bradley as musical director. John Heistand announces. Harry Ackerman is agency producer, with Glenn Middleton representing CBS on the show. Maxwell Arnow, agent talent booker for the program, has resigned to join Columbia Pictures Corp. He will continue to be associated with the show in a supervisory capacity, with Huntley Gordon as his assistant.

Chemical Firm on NBC

CONSOLIDATED ROYAL Chemical Corp., Chicago, on Dec. 15 starts a half-hour program on NBC-Blue, featuring Orrin Tucker's Orchestra, Bonnie Baker, and a novel search for new professional radio talent. Show, title *Hidden Stars*, presents each week the outstanding local radio act from some city in the United States listeners in each city are asked to vote for their favorite local act regardless of the connection with a local station, sending in with each vote a carton top from the company's product Vitamized Yeast Foam tablets. Only professional radio talent already broadcasting over a local station is eligible. Program is heard Sundays, 5:30 p.m. Newly-appointed agency handling the account is Stack-Goble Adv. Agency, Chicago.

Carnation Discs

CARNATION Co., Milwaukee, current sponsor of *Arthur Godfrey* thrice-weekly on 10 MBS stations, on Jan. 1, 1941 discontinues the series to place it via transcription on 11 stations. Recorded programs will be quarter-hours thrice-weekly, presented for the most part between 9-10:30 a.m. Stations are: WOR, Newark; WGN, Chicago; WBZ-WBZA, Boston; WBT, Charlotte; WIS, Columbia, S.C.; WFBC, Greenville, S.C.; WTAR, Norfolk; WMBG, Richmond; KGW, Portland, Ore.; KPO San Francisco; WWJ, Detroit. Carnation recently renewed for 52 weeks its Monday through Friday quarter-hour series *The Jewish Philosopher* on WEVD, New York. Agency is Erwin, Wasey & Co., New York.

CANADIAN Government's tourist advertising campaign over the U. S. networks will include appearances of Canadian-born Hollywood stars, among whom are Norma Shearer, Deanna Durbin and Ned Sparks. Plans for the campaign are nearing completion.

Ever hear the one about:

☟

The four WOR mentions which pulled 46,101 letters from listeners–each accompanied by ten cents–during the past three weeks? No? Come, come, sir, awake! Things go on! Or perhaps you heard, accidentally, of course, about the WOR early-morning listeners who sent a sponsor 51,767 jingles because he asked for jingles and now he's so deeply imbedded in jingles he sometimes wonders what odd fate tempted him to ask for them in the first place? Naturally, WOR's 135,000 watts has something to do with this. Whole lot, in fact. More power, you know. And at a very reasonable cost indeed.

Technical Ratings For Operation of FM Are Studied

Equipment, Industry Leaders Meet at FCC Conference

For other FM news, see page 50

MEETING to discuss construction and operating standards of transmitting equipment for high-frequency FM broadcast stations, some 40 manufacturing and industry representatives participated in an informal engineering conference held Dec. 9 by the FCC. Presided over by Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, the conference focused principal attention on maximum power rating and operating power range of standard high-frequency transmitters and performance chaacteristics of audio amplifying equipment when obtained separately and as a complete unit.

Power Ratings

Following discussion of various proposals in a roundtable forum, the conference agreed upon the following maximum power ratings and operating power ranges for high-frequency transmitting equipment: 250 watts variable from 100 watts, 1,000 watts variable from 250 watts, 3,000 from 1,000, 10,000 from 3,000, and 50,000 from 12,500.

The conference recognized the possibility of a future need for an intermediate power, probably about 25,000 watts, as well as a higher power of 100 kw. Representatives of equipment manufacturers agreed to adhere to manufacture of transmitters on these bases, and further agreed that a company producing another model on a different basis would give six months' notice to other companies. Mr. Ring indicated the FCC would not allow installation of a transmitter in excess of four times the licensed operating power.

The conference considered the problem of power loss on transmission lines at ultra-high frequencies and gain in power from various antennas. Pointing to the desirability of having a set of values which could be used in calculating UHF broadcast coverage, Mr. Ring named Lynne C. Smeby, NAB engineering director, to head a committee to develop a study of these values. Also named to the committee were H. P. Thomas, General Electric Co.; J. F. Morrison, Bell Telephone Labs; R. N. Harmon, Westinghouse; Frank A. Guenther, Radio Engineering Labs; William B. Lodge, CBS; R. D. Duncan, RCA Mfg. Co.; Paul A. deMars, Yankee Network; Andrew Alford, Mackay Radio & Telegraph Co.

Participants in the conference table discussions were C. M. Srebroff, Radio Engineering Labs; Frank Guenther, REL; C. A. Priest, General Electric Co.; John B. Coleman, RCA Mfg. Co.; Raymond F. Guy, NBC; J. E. Young, RCA Mfg. Co.; R. N. Harmon, Westinghouse, Maj. Edwin H. Armstrong, inventor of the Armstrong FM system; J. F. Morrison, Bell Labs; W. A. MacNair, Bell Labs.

During the discussions Mr. Ring emphasized that the FCC engineering department must see that specific audio-response requirements are met. It was brought out that certain difficulties were involved in obtaining the overall requirements of the FCC, although the characteristics of equipment components might indicate that a certain required response could be obtained. Discussion also covered problems of transmitting up to 15,000 cycles over telephone lines and frequencies suited for use of relaying program from studio to transmitter. Participating in the conference for the FCC, in addition to Mr. Ring, were William C. Boese of the FCC engineering department, and William H. Bauer, FCC senior attorney. Other attendants were:

Philip G. Loucks, J. F. Zias, Dick Dorrance, FM Broadcasters Inc.; C. M. Srebroff, Gustavus Reiniger, Joseph L. Dalton, Frank A. Guenther, Radio Engineering Laboratories; C. A. Priest, M. L. Prescott, W. R. David, General Electric Co.; Raymond F. Guy, George M. Nixon, NBC; John B. Coleman, I. R. Baker, J. E. Young, C. M. Lewis, H. C. Vance, RCA Mfg. Co.; Grant Wrathall, McNary & Chambers; James W. Baldwin, Finch Telecommunications; Lewis Windmuller, Fairchild Aviation Corp.; Hector R. Skifter, KSTP, St. Paul; Patrick Simpson, WGNY, Newburgh, N. Y.; F. R. Lack, H. N. Willets, L. F. Bockoven, Western Electric Co.; W. A. McNair, R. H. Lindsay, J. F. Morrison, Bell Telephone Labs.; G. I. Jones, Graybar; William B. Lodge, Howard A. Chinn, CBS; Stuart L. Bailey, Jansky & Bailey; H. McIntosh, Fort Industries Co., Toledo; Frank A. Cowan, AT&T; Frank Marx, WMCA, New York; Lynne C. Smeby, NAB; R. N. Harmon, Westinghouse E. & M. Co.; Maj. Edwin H. Armstrong.

Special Taxes on Broadcast Stations Advocated by Printing Trades Union

AN ATTEMPT to carry its crusade against commercial broadcasting to Congress through the advocacy of special taxes on incomes of broadcast stations will be made by the Allied Printing Trades Council at the next session, according to information from legislative representatives of the union and of the American Federation of Labor, parent union.

A petition, it was learned, now is being drafted by New York attorneys for presentation to the House Ways & Means Committee, when it begins consideration of new general tax legislation early in the next session. The move follows adoption by the union at its convention last month in New Orleans of a legislative program against radio, because of the purported threat to employment in the printing trades, stemming from growth of radio as an advertising medium.

Progressive Taxes

John B. Haggerty, president of the union, launched the crusade several months ago. Michael J. Flynn, legislative representation of AFL and the broadcasting "counselor" for AFL unions, presumably is handling the policy and other proceedings. He has been identified with a number of anti-broadcasting moves in the past.

The franchise tax plan ratified at the New Orleans session is understood to have proposed a 10% levy on gross income of stations doing $25,000 to $100,000 a year; 15% on grosses of $100,000 to $200,000, and 20% on grosses in excess of $200,000.

While union officials would not comment formally on the campaign, beyond the action at the New Orleans meeting, it was indicated that an all-front drive would be made in Congress. The tax plan was only one phase of a four-point program, with the others presumably to be advanced before committees of Congress which consider new radio legislation. The other proposals include recommendations that sale of time be limited to 25% of station hours; that limitations on multiple ownership be applied to all licensees of stations as well as to those engaged in television and FM, and that absentee ownership be banned all down the line.

At the New Orleans session, the Haggerty group contended that even with these franchise taxes and limitations, broadcast stations and networks still would be in a position to make adequate profits, based on invested capital. The drive is premised on the theory that radio has cut deeply into revenues of the printed media, such as newspapers and magazines, with resultant decreased employment for printing trades men. Detailed statistics, based on FCC compilations, were used to impress upon the printing trades delegates the threat to their means of livelihood cropping from the radio "Frankenstein."

The broad-gauged plan is said to call for appointment of anti-radio committees by locals of the various printing trades, including compositors, engravers, pressmen and other union activity identified with printing. The lobbying of members of Congress under the plan, would be carried on through various locals. A committee on radio to direct the campaign is made up of President Haggerty; former Senator George L. Berry, president of the International Printing Pressmen; Edward J. Volz, president of the Photo-Engravers Union.

Alice Persists

AT BEGINNING of the Missouri U football season, Alice Meredith, tiny staff member of KFRU, Columbia, Mo., was given a polite but firm turndown by the athletic department on her application to enter the stadium radio and press box to handle a between-halves color broadcast from the woman's angle. Not to be brushed off, however, 5 foot, 100-pound Alice schemed with Harold Douglas, KFRU sports announcer, to lower a mike from the radio booth to the stands below, where during each of the four home games listeners were treated to her feminine commentaries. Mail indicated quick and impressive acceptance of the stunt, which is now so much demanded that the feature has been added for coming seasons.

WATN, Watertown, Starts Soon

WITH Kirby Ayers as general manager and Dinny Dinsdale as commercial manager, the new WATN, Watertown, N. Y., expects to go on the air sometime in January. Construction permit to operate with 250 watts on 1210 kc. was granted by the FCC last July 30 to the Watertown Broadcasting Corp., consisting of G. Harry Righter, local wholesale food dealer, president, Dean R. Richardson, treasurer, and Ruth Gamage, secretary.

Progress Noted In Treaty Talks

Diplomatic Circles Perk Up As Deadline Approaches

NEW SIGNS of life in diplomatic conversations, aimed at an adjustment of differences between nations of this continent growing out of frequency allocations, which would enable the Havana Treaty reallocations to be effected by the March 29 deadline, are reported in official Washington circles.

While speed is essential if the deadline is to be met, officials of the International Communications Division of the State Department indicated that progress was being made.

A conference may be scheduled within the next ten days with an engineering delegation representing Mexico to adjust conflicts in the proposed treaty allocations beteween the United States and that country. Little difficulty is anticipated in ironing out conflicts with Canada.

Cuba Holds Back

The only new retarding factor is the failure of Cuba to submit its revised allocation lists. Several weeks ago Cuba submitted its proposed allocations but, according to official word, they were in such conflict with engineering standards established under the treaty that a complete revision has been requested.

FCC and State Department officials were not prepared to say that the March 29 deadline would be met, but they were more optimistic than a fortnight ago, when diplomatic conversations were at a virtual standstill [BROADCASTING, Dec. 1].

The FCC, which already has released the projected allocations for next March, is understood to have initiated new moves looking toward swift composure of the technical differences. A number of hearings, based on applications filed for facilities earmarked for particular Class II stations in this country, already have been ordered but no hearing dates yet have been set. The present plan, which may be changed at any time, is to give the applicants quick hearings in order to comply with existing hearing procedure.

CAB at Treaty Sessions

THE Canadian Assn. of Broadcasters has been invited to sit with the technical committee of the Canadian Broadcasting Corp. in connection with reallocations under the Havana Radio Treaty. To this end the CAB at its board of director's meeting in Montreal on Nov. 25 sanctioned a survey of tentative Canadian reallocations [BROADCASTING, Oct. 15], Prof. P. Bayley of the electrical engineering department of the U of Toronto has been asked to make the survey as of Dec. 1, and is expected to have his report ready by Jan. 1. The survey is being made so the CAB can present its views on the reallocations. The work is under the supervision of George Chandler, CJOR, Vancouver, chairman of the CAB technical committee. He and Bayley will sit with the CBC technical committee.

Spotlight on Baltimore

---IN 1941

SOON--- FULL TIME AND 50,000 WATTS

IN 1941—MORE THAN EVER BEFORE **WBAL** *means business in Baltimore*

Paul Oury Head Of New WCFI in Pawtucket, R. I.

FCC Deletes Statements in Original Ruling in June

APPOINTMENT of W. Paul Oury, veteran New England broadcaster and former general manager of WPRO, Providence, as general manager of the new WFCI, Pawtucket, R. I., was announced Dec. 9 by Pawtucket Broadcasting Co., licensee of the station. Holding a construction permit for 1,000 watts fulltime on 1390 kc., the station plans to begin operation about mid-February. Approximately $75,000 is being expended for studios and equipment.

Mr. Oury

The announcement was made immediately following issuance of an order Dec. 7 by the FCC clearing up the status of Mr. Oury in connection with the projected station's operation. In the original decision granting the application last June, certain conditions regarding Mr. Oury's participation in the project were specified. In the order made public Dec. 7, based on action taken Nov. 22, the FCC ordered stricken from the decision all reference to Mr. Oury, giving him a clean bill of health.

Order Amended

The Commission ordered that the original decision be amended by striking out the specifications in the findings of fact that Mr. Oury "does not have and is not to have any interest or any connection with the applicant". In the conclusions, it ordered stricken the language that "capital stock in the corporation formerly held by Paul Oury having been surrendered and the latter having withdrawn from any connection with the application. . . ." In another paragraph in the conclusions, it ordered that there be expunged the language "subject to the condition that Paul Oury shall not have any interest in the proposed station or be associated with it as manager, or in any other capacity. . . ." The order was made immediately effective.

Originally responsible for the filing of the WCFI application, Mr. Oury's new status will be that of general manager, in full supervisory charge of the station's development. Stockholders in the company are Frank Crook, president of Frank Crook Inc., automobile distributors, and Howard W. Thornley, chief engineer, each holding 50%. Mr. Oury originally was a partner in the venture.

The station is installing a Western Electric 1,000-watt transmitter and a Blaw-Knox directional array. Studios are located in a separate building in downtown Pawtucket, adjacent to Providence.

A veteran broadcaster who began in radio as a "brass pounder" in the Navy, Mr. Oury pioneered not only in broadcasting, but in sound engineering in the motion picture industry. He was general manager of WPRO-WPAW, Providence and Pawtucket, from 1932 to 1935, and originally was owner of the Pawtucket outlet, later combined with WPRO.

During the World War, Mr. Oury served as a naval radio operator both here and abroad. From 1924 to 1928 he constructed and operated radio telegraph stations for Tropical Radio Telegraph Co. in Central American republics, handling many SOS calls from ships, including the sinking of the submarine *S-51* by the steamship *City of Rome*. From 1928 to 1929 he was chief sound engineer for RCA Photophone Pictures and Pathe in New York, and supervised construction of the first sound motion picture studios in New York. He made the first talking pictures for a number of studios of that day.

From 1929 to 1932, Mr. Oury was chief engineer and general manager of Paramount in Paris, and supervised construction of the second largest studios in the world at Joinville, France. At this studio, sound pictures were produced.

Rates for S. E. Blue

PACKAGE RATE for the ten Southeastern stations joining NBC this month as the Blue Southeastern Group [BROADCASTING, Dec. 1], has been set by the network at $410 per evening hour. Eight of the stations — WCBT WEED WMFD WMFR WGNC WHKY WCOS WGAC—joined NBC on Dec. 15 and are available to advertiser at the package rate of $250. The two remaining stations, WHIS and WJHL, joining the network later in the month, will be sold at $80 each per evening hour. As a salute to the stations in the newly-formed Southeastern group, NBC will present on Dec. 15, 10-11 a.m., a special broadcast, consisting of guest stars and excerpts from outstanding programs now featured on the Blue.

WGAC Takes the Air, Has NBC-Blue Affiliation

SLATED to become an NBC-Blue affiliate Dec. 15, the new WGAC, Augusta, Ga., started operating Dec. 1 with 65 local advertisers signed, according to J. B. Fuqua, general manager, who formerly was with WIS, Columbia, S. C., and WCSC, Charleston, S. C.

The staff includes: Bernard M. Dabney, sales manager, from WRTD, Richmond; John Watkins, program director, from WHAS, Louisville, and WCSC; William Huck, from NBC, announcer; John Lindsay, from WOAI, San Antonio, and C. P. MacGregor Co., announcer; Wilbur Nungessor, from WPAY, Portsmouth, O., chief engineer; Murrell Prince, from WKBV, Charleston, W. Va., engineer; William Strauss, from WKBV, engineer; Clarence Levy, from WSB, Atlanta, and WGAU, Athens, Ga., salesman-announcer; Margaret Spencer, traffic supervisor.

WGAC is one of two new locals recently authorized by the FCC, and will operate with 250 watts on 1210 kc. [BROADCASTING, Aug. 1]. Its officers and stockholders, each holding one-third, are Glenn Boswell, publisher of the *Augusta Herald;* Milwee Owens, editor of the *Herald;* F. Frederick Kennedy, attorney. The other local, WMWH, which will operate with 250 watts on 1420 kc., was granted last Aug. 27 to W. Montgomery Harison, local realtor. [BROADCASTING, Sept. 1].

SOMETHING NEW in emergency operation setups—a barbed wire power circuit—was devised by KGNC, Amarillo, Tex., when the Texas Panhandle late in November was engulfed by a rip-roaring sleet storm [BROADCASTING, Dec. 1]. After stringing emergency power lines on a seldom-used telephone line, and running a mile-and-a-quarter of copper wire across a shallow prairie lake bed, KGNC engineers found they still had a three-quarter mile gap between the end of the supply line and the antenna doghouse. Taking the most expedient course, Chief Engineer Scott Bledsoe and Engineer Elmo Taylor (shown) tapped the top strand of a barbed wire fence and made connection, although it involved a tedious job of bridging 150 twisted, rusty connections with copper wire. Only incident marring operaton of the novel circuit was an attempt by some kids with commercial aspirations to run off with the long stretch of copper wire. This effort was nipped in the bud, and for three days the unique hookup supplied power to the station, with a cowboy patrolling the line on his horse to insure against further sabotage. In the midst of the storm WBAP, Fort Worth, sent its mobile unit to Amarillo for a remote pickup. Although sunk to its axles in the spongy KGNC lawn, the WBAP unit was used to feed a program to the nearest telephone line, at Clarendon, 60 miles away—claimed as the first on-the-spot record of the storm received in downstate Texas.

Regionals Granted Power Increases

WNAX, WBIG, WFEA Given Boosts to 5,000 Watts

THREE regional stations were given Class III-A status by the FCC Dec. 5, with power increases to 5,000 watts. WNAX, Yankton, S. D., on 570 kc., WBIG, Greensboro, N. C., on 1440 kc. and WFEA, Manchester, N. H., on 1340 kc., were awarded the increases, with construction permits for directional antennas.

KUTA, Salt Lake City, was granted a shift in frequency from 1500 to 570 kc. and an increase in power from 250 watts to 1,000 watts, directional. Action was taken on a petition to reconsider and grant without hearing.

Troy Gets Fulltime

WTRY, Troy, N. Y., was given a construction permit to increase hours of operation from daytime to fulltime on 950 kc., with 1,000 watts, using a directional day and night. KSRO, Santa Rosa, Cal. was authorized to shift from 1310 to 1320 kc. and increase power from 250 to 1,000 watts fulltime, directional day and night.

KGEZ, Kalispell, Mont., was given the alternative of shifting from 1310 to 1430 kc. with 1,000 watts, or retaining its present frequency with an increase in power from 100 to 250 watts. KRLH, Midland, Texas, was granted a power increase from 100 to 250 watts on 1420 kc.

WINN Joins Blue

WINN, Louisville, on Dec. 13 joined NBC as a basic Blue supplementary affiliate. Owned by the Kentucky Broadcasting Corp., headed by D. E. (Plug) Kendrick, the station operates on 1210 kc., with 100 watts night and 250 day. Evening hour rate is $120.

WSPA AFFILIATION WITH CBS JAN. 1

TO TAKE advantage of large-scale industrial and national defense development of the Spartanburg, S. C., area, CBS on Jan. 1 will add WSPA to its network, advancing the originally scheduled date three months. The announcement was made Dec. 6 by Walter J. Brown, vice-president and general manager of WSPA and WORD, also in Spartanburg, following conferences with J. G. Gude and John W. Karol, CBS station relations and research executives, respectively.

Establishment of a 20,000-man Army training camp in Spartanburg, together with related national defense expansion in the area, will entail a Federal expenditure of approximately $50,000,000 in the market, according to Mr. Brown. WSPA, now operating daytime with 1,000 watts, has been granted full time by the FCC. It also is seeking a power increase to 5,000 watts. The station expects to begin full time operation by March. Approximately $50,000 is being expended for the new transmitting equipment and site. Two 275-foot Truscon self-supporting towers are being installed for directional use.

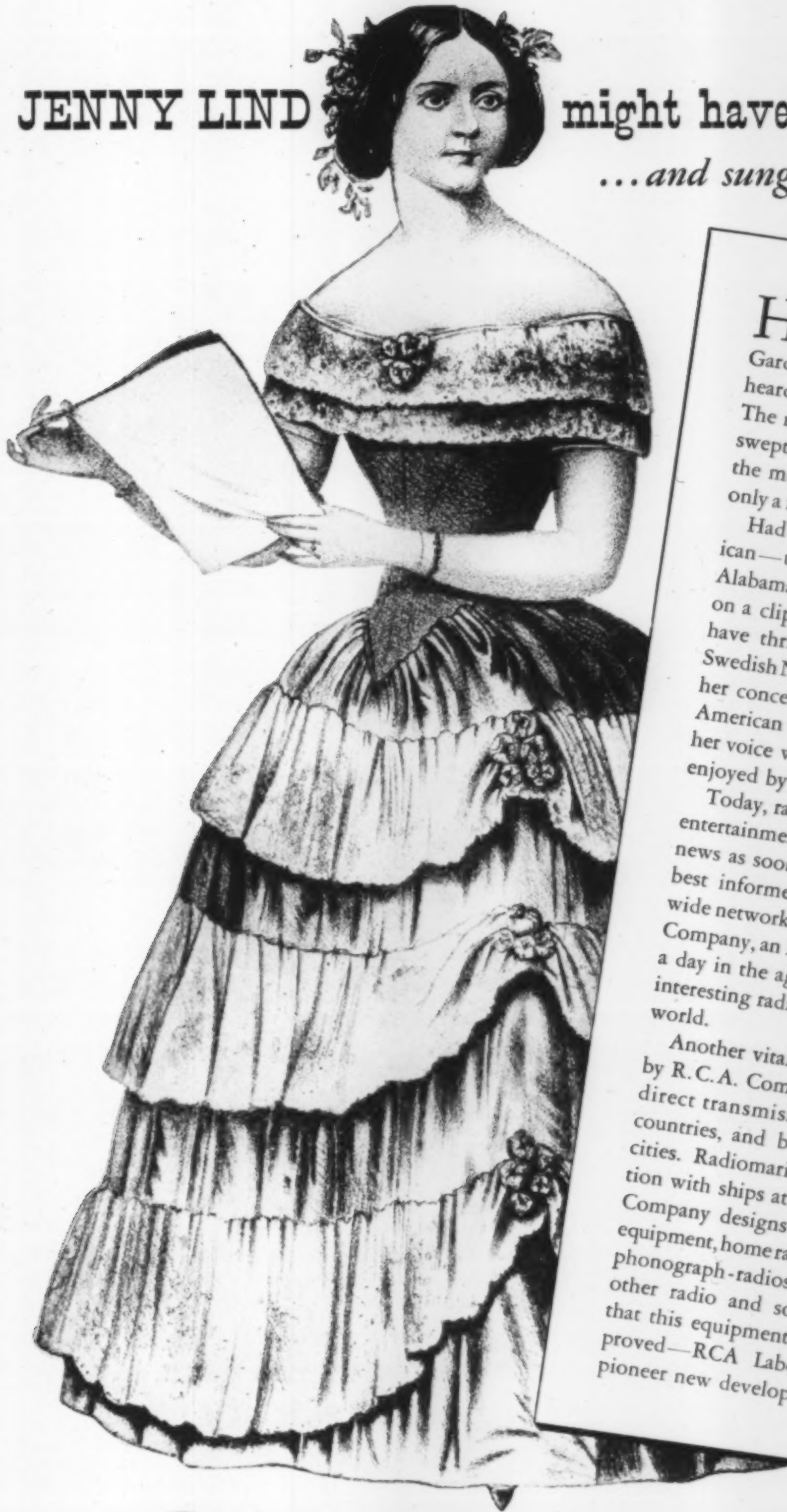
WORD, 250-watt sister station of WSPA, now is the CBS outlet. On Jan. 1, WSPA will carry CBS programs during daytime, with WORD carrying the night schedule. When WSPA begins fulltime operation the entire CBS schedule will be carried over that outlet. Spartanburg Advertising Co., which operates both stations, plans to dispose of control of majority interest in WORD.

KXFJ Joins MBS

KXFJ, Grand Junction, Col., on Dec. 1 joined MBS as the network's 163d affiliate. The station, owned by the Western Slope Broadcasting Co., operates on 1200 kc., 250 watts, unlimited time.

JENNY LIND might have been a radio star

...and sung to every American!



HUNDREDS of enthralled men and women packed New York's Castle Garden on the night of Sept. 11, 1850, and heard Jenny Lind's first American concert. The next morning, the story of her artistry swept the nation, and Jenny Lind became the most famous singer of the century. But only a few thousands actually heard her sing.

Had radio existed in 1850, every American—the clerk in Boston, the planter in Alabama, the farmer in Illinois, the sailor on a clipper bound for California—would have thrilled to the glorious voice of the Swedish Nightingale. Through broadcasting, her concerts would have reached countless American homes. Through Victor Records, her voice would have been preserved to be enjoyed by music lovers for all time.

Today, radio provides more than musical entertainment for Americans. It gives us vital news as soon as it happens; it keeps us the best informed people. Two great nation-wide networks of the National Broadcasting Company, an RCA service, operate 35 hours a day in the aggregate to provide the most interesting radio broadcasting service in the world.

Another vital radio service is performed by R.C.A. Communications, Inc., with its direct transmission to and from foreign countries, and between leading American cities. Radiomarine provides communication with ships at sea. RCA Manufacturing Company designs and builds transmitting equipment, home radio sets and RCA Victrola phonograph-radios, Victor Records, and other radio and sound apparatus. And—that this equipment may constantly be improved—RCA Laboratories continuously pioneer new developments in radio.

RCA RADIO CORPORATION OF AMERICA

Radio City, New York

RCA Manufacturing Company, Inc. National Broadcasting Company Radiomarine Corporation of America
R.C.A. Communications, Inc. RCA Laboratories RCA Institutes, Inc.

Interest in WFIL Is Sold by Store

Lit Brothers to Get Other Half at $126,000 Figure

PENDING FCC approval, Strawbridge & Clothier department store in Philadelphia will sell its 50% interest in WFIL to Lit Brothers, local department store, already half-owner of the station, and the FCC application was filed Dec. 11. The price for the half-interest was given as $126,000. Negotiations for the sale were completed Dec. 9. WFIL Broadcasting Co. issued the following statement:

"Application has been made to FCC for approval of a contract which has been made for the acquisition of Lit Brothers of the entire interest of Strawbridge & Clothier in WFIL Broadcasting Co. so that upon its approval Lit Brothers will be the sole owner of radio station WFIL.

To Retain Staff

"The studios of WFIL will remain in the Widener Bldg. The operation of the station is entirely independent of the department store. No change will be made in the executive and operating personnel of the radio station except for the resignation of officers and directors representing the Strawbridge & Clothier interests. Samuel R. Rosenbaum will continue as president and Roger W. Clipp as general manager of the station under Lit Brothers ownership."

Both department stores operated radio stations independently, sharing time on the same wave length, until 1934, when Mr. Rosenbaum consolidated the two stations as WFIL. Strawbridge & Clothier operated WFI and Lit Brothers operated WLIT.

Upon approval of the sale, the following directors and officers, representing Strawbridge & Clothier interests, will resign from the broadcasting company: Herbert J. Tily, president of the department store and chairman of the board of WFIL; Howard Cooper Johnson, vice-president of the store and vice-president of WFIL; Roy E. Clark, advertising manager of the store and director of WFIL; M. Edna Hurst, secretary to Mr. Johnson and secretary of the WFIL board. The remaining board members, in addition to Mr. Rosenbaum, who is a director of Lit Brothers and WFIL president, representing Lit Brothers, are George H. Johnson, president of the store and director of WFIL; Walter Grosscup, executive vice-president of the store and director of WFIL; Mrs. A. T. Hild, secretary to G. H. Johnson and treasurer of the broadcasting company.

Pinehurst Cigarettes Plan

R .L. SWAIN TOBACCO Co. Inc., Danville, Va. (Pinehurst cigarettes) will use spot radio in a campain for Pinehurst cigarettes, now being outlined by Gotham Advertising Co., New York, which handles the account.

CAPITALIZING on an idea furnished by Broadcast Music Inc., WEW, St. Louis, has signed its first exclusive BMI-public domain music sponsor—local Philco distributor—for *Give Me Music*, presented Sundays, 1-2 p.m.

A SPONSOR on a sustaining show is unusual but not unpleasant, judging by the smiling faces of (l to r) Jack Hartley, assistant to A. A. Schechter, NBC director of news and special events; Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., currently sponsoring Eddie Cantor on NBC-Red, and Graham McNamee, announcer for the *Behind the Mike* series on NBC-Blue series. Mr. Bristol, when he guested on the Dec. 1 broadcast, told listeners how it feels to be a radio sponsor.

Little Likelihood of FCC Appointment Seen as White House Remains Silent

THOUGH NO informative word has been forthcoming from the White House, largely due to the absence of President Roosevelt from Washington, little likelihood is seen of an appointment to fill the Thad Brown vacancy on the FCC until after the new Congress convenes Jan. 2. Despite this, a number of active campaigns are going forward for the vacancy, with Dr. Arthur G. Crane, president of the University of Wyoming, apparently conducting the most active drive.

The possibility exists, according to informed circles, that the vacancy will not be filled at all, since the President may have in mind sponsorship of legislation to reorganize the communications licensing agency. If such a course is followed, the President probably would not be disposed to name a seventh member of the FCC for a temporary appointment.

Other Aspirants

Among those aspiring to the Brown vacancy, in addition to Dr. Crane, are former Judge John C. Kendall, of Portland, Ore., and Judge James B. Kinne, of Seattle. A number of additional names are mentioned as possible appointees, including R. Henry Norweb, Minister to Peru and a member of the American delegation to the North American Regional Broadcast Conference of 1937. Still being supported for the post, it is understood, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, and Ray C. Wakefield, member of the California Railroad Commissions. All are understood to be Republicans. The vacancy must be filled by a non-Democrat, since the law specifies that not more than four members of the seven-man Commission shall be of the same political party.

Judge Kinne is understood to be the candidate of Senator Homer T. Bone (D-Wash.). Considerable support from Western legislators, it is reported, has been rallied.

Mr. Norweb, highly respected career diplomat, is familiar with communications by virtue of his participation in the 1937 conference. It is reported he is desirous of returning to the United States, but whether he is an active candidate or his name has merely been advanced by friends could not be ascertained.

Appointment of G. W. Johnstone, radio director of the Democratic National Committee and former public relations chief of NBC and of MBS, to the FCC also is being urged. While he could not qualify for the Brown vacancy, because he is a Democrat, a shift of FCC personnel which would open a Democratic place on the FCC also is rumored.

The Crane candidacy is being supported by numerous agricultural colleges, according to word reaching Washington. Chairman of the National Advisory Committee on Education By Radio, Dr. Crane also is head of the National Association of State Universities.

Another Radio Patt

MARGARET PATT, sister of the five "radio" Patt brothers, on Dec. 1 joined RCA Communications in Los Angeles, making it a unanimous setup for the Patt family in the broadcasting business. John Patt is vice-president of WGAR, Cleveland; Ralph general manager of WPAY, Portsmouth; James, in the sales department of WKRC, Cincinnati; Robert, sales promotion manager of WHN, New York.

Carter on NBC-Blue

CARTER MEDICINE Co., New York, extensive user of spot radio for Carter's Little Liver Pills, has contracted with NBC-Blue for the Tuesday 9:35-10 p.m. period, and plans to start sponsorship Jan. 7. According to the agency, Street & Finney, New York, and the network, type of show has not yet been selected and is now under consideration.

Penna. Discusses Music Problems

Miller Spurns Appeasement; Station Checks Reviewed

DETERMINATION of the radio industry to win its fight against ASCAP was the theme of a regional meeting of the Third District of the NAB held Dec. 9 at the Benjamin Franklin Hotel, Philadelphia. Neville Miller, NAB president, set the keynote for the all-day session.

Carl Haverlin, station relations head for BMI; Cy Langlois, of the Langlois & Wentworth, transcription firm; and William Parsons, of the NBC *Thesaraus;* explained the machinery being set up to handle radio's music problem after the first of the year. The annual meeting of the Pennsylvania Assn. of Broadcasters followed in the afternoon.

Music Checking

Any possibility of a last-minute settlement in the ASCAP-radio impasse was dispelled by Mr. Miller. Following his report on the NAB board of directors meeting, he urged broadcasters to "stick together and beat ASCAP".

Mr. Haverlin discussed station procedure in handling music after Jan. 1, urging each station to check its files carefully. He said greatest caution must be exercised in handling the public domain music. He pointed out that while "Ave Maria" was in public domain, there are 158 copyrighted arrangements of the composition. Similar care must be exercised, he cautioned, in programming nursery rhymes and marches. Mr. Haverlin advised that BMI was preparing a master index of all available music to be distributed to all stations shortly after the first of the year which would simplify the checking of music.

Mr. Haverlin further stated that 505 stations had already signed with BMI with 600 expected by the end of the year. He said Florida was the only State which does not have any radio stations signed with BMI, and California coverage has been assured with three stations in Southern California signing.

Apart from the music discussion, the only other speaker was Joseph A. Miller, labor relations director for the NAB, who interpreted the Federal wage and hour laws and the application of the act to the broadcasting industry. Clifford M. Chafey, WEEU, Reading, Pa., NAB district director, presided at the regional meeting, attended by 58 station executives representing 40 stations in Pennsylvania, Southern New Jersey and Delaware.

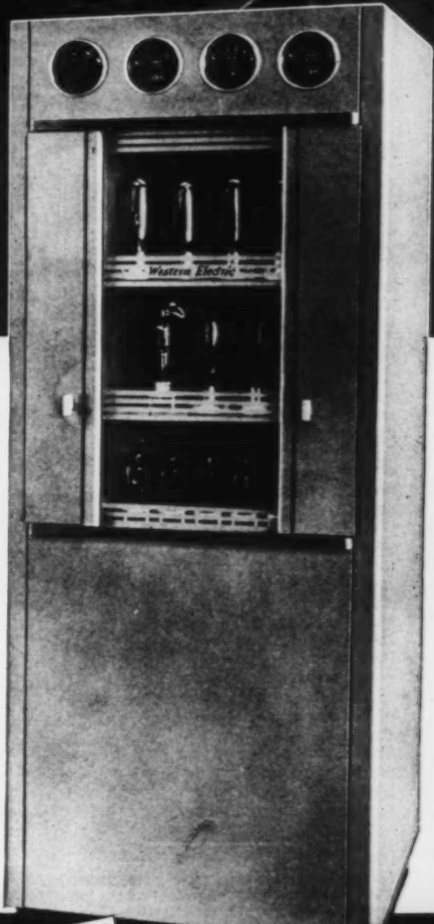
Clair McCollough, WGAL, Lancaster, Pa., president of the Pennsylvania association, presided at the afternoon sesion, the regular annual meeting of that group. A nominating committee was named to select new officers for the association, the committee comprising Mr. McCollough, chairman; Mr. Chafey; Clarence G. Moss, WKBO, Harrisburg; Dr. Leon Levy, WCAU, Philadelphia; Joseph C. Burwell, WMBS, Uniontown; and Roy Thompson, WFBG, Altoona.

NATIONAL BISCUIT CO., New York, which moved the handling of its bread products from McCann-Erickson, New York to Lord & Thomas, New York, some four months ago, has transferred the account back to the former agency.

Ready Now!

NEW 250 WATT TRANSMITTERS . . .

A group of 451A-1 Transmitters on assembly line at Kearny, N. J.



FOR IMMEDIATE DELIVERY!

It's a honey!—this new Western Electric 250 watt transmitter. Engineered by Bell Laboratories for highest signal quality, utmost compactness, accessibility and distinctive styling. Low power consumption, low tube cost, low maintenance cost assure unusual operating economy. Get full details —Ask Graybar for Bulletin T-1752.

Outstanding Features

Frequency Response: **flat within 1.5 db from 30 to 10,000 c. p. s.**

Distortion: **Less than 5% in frequency range of 30 to 7500 c. p. s., less than 3% in range below 5000 c. p. s. at all values of modulation to 100%.**

Noise Level: **r. m. s. noise level is 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation.**

Grid Bias Modulation **of last RF stage.**

Western Electric

Ask your Engineer!

Graybar Distributed by Graybar Electric Company

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Hummert Appeal Rejected by FCC

Fly Suggests Agency Official Meet Interested Parties

ANY HOPE harbored by Tin Pan Alley that the FCC might voluntarily mediate the rupture of relations between ASCAP and the broadcast industry was dispelled Dec. 7 by FCC Chairman James Lawrence Fly.

In a letter to E. Frank Hummert, vice-president of Blackett-Sample-Hummert, responding to a plea for mediation, Chairman Fly suggested that any proposal for mediation "should be made to the parties in interest". He revealed that a letter similar to the one he had received [BROADCASTING, Dec. 1] also had been sent by Mr. Hummert to the FCC and to Commissioner T. A. M. Craven.

Interested Parties

"The existing controversy between ASCAP and the radio broadcast industry has not been presented to the Commission by any of the interested parties," Chairman Fly wrote. "It is accordingly suggested that any proposal for mediation should be made to the parties in interest."

"The information in your letter is appreciated by the Commission, and you may be assured that it has been given thoughtful consideration."

Mr. Hummert had suggested the Commission undertake such action "as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

STATE ASCAP LAWS GET COURT REVIEW

THE CONSTITUTIONALITY of State anti-monopoly laws directed against ASCAP, a half-dozen of which have been enacted during the last few years, will be reviewed by the U. S. Supreme Court in the Nebraska test case.

The Court, at its session Dec. 9, without written opinion said there appeared to be "probable jurisdiction" in the Nebraska case and agreed to review it. Argument is expected in February or March.

Simultaneously, the court received appeals in the Florida anti-monopoly case. The State, through the attorney-general, filed an appeal from the opinion of the three-judge court on the jurisdictional issue. A cross appeal was filed by ASCAP in the name of Gene Buck, ASCAP president, against the Attorney General, W. Couper Gibbs. In the Florida case the direct question of monopoly is involved, differing from the Nebraska case.

In the Nebraska appeal, State officials seek a review of the decision holding invalid the State anti-monopoly laws, which held that copyright royalties were paid upon payment of the original purchase price for the music. This involved essentially the "per piece" issue.

GENERAL MILLS (Wheaties) and B. F. Goodrich Rubber Co. again will sponsor 175 games of the San Francisco Seals baseball team during 1941 on KQW, San Jose. Ernie Smith will announce. Agency is Westco Adv. Agency, San Francisco.

THREE GENERATIONS of the Rogers family, owners of WLAW, Lawrence, Mass., operated by the *Lawrence Eagle-Tribune*, took part in the station's switchover Dec. 1 from 1,000 to 5,000 watts fulltime on 680 kc. A number of special programs were aired during the ceremonies which were attended by prominent citizens from Northern New England. Pictured is a scene at the Andover transmitter plant where the actual switch took place. Left to right, rear: George Hinckley, chief engineer; A. H. Rogers, president; John D. Maloy, program director; Irving E. Rogers, vice-president and general manager; David G. Jones, business manager. Front: Irving E., Jr., Allan B. and Alexander H., all sons of Irving Rogers.

Transfer of WMCA, New York, To Noble Involves $850,000

Industrialist Would Acquire Station as Personal Business Venture; Early FCC Action Sought

IN ONE of the biggest radio transactions of recent years WMCA, New York, will be acquired by Edward J. Noble, industrialist and former Government official, for an $850,000 cash consideration, subject to FCC approval. Because the FCC has never denied such a transfer, despite considerable agitation in the past, the transaction is expected to receive early consideration.

Mr. Noble, chairman of the board of Life Savers Corp., Port Chester, N. Y., and a stockholder in Sterling Products, completed his negotiations with Donald Flamm, president of Knickerbocker Broadcasting Co., on Nov. 29 and the application was filed with the FCC Dec. 2. William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel, respectively, of the FCC, handled legal aspects for Mr. Noble. Mr. Flamm and William Weisman, attorney, an official of WMCA, handled negotiations for Knickerbocker, licensee of the station.

Personal Venture

Immediately following disclosure of the sale, considerable speculation developed in radio circles. Mr. Noble, it was stated, proposes to acquire WMCA as a personal business venture. It was said he personally would direct its operations and proposes to operate it 'primarily as a public service enterprise."

Mr. Noble was chairman of the Civil Aeronautics Authority, having been appointed by President Roosevelt to that post in 1938. He resigned in 1939 to become Under-Secretary of Commerce, but relinquished that post last Aug. 15 to return to his private business. Immediately after his resignation, he announced his support of the candidacy of Wendell L. Willkie for the presidency and actively participated in the campaign.

Sale of WMCA by Mr. Flamm was not unexpected. Reports have been current for several years that he might dispose of the property. Several years ago the station was leased to a group of New York capitalists, but was re-acquired by Mr. Flamm. It is reported that negotiations recently were in progress for sale of the station to a prominent New York magazine publisher for upwards of $1,000,000.

While it was stated that Mr. Noble intended to operate WMCA as a personal venture, his present stock holdings in Sterling Products gave rise to reports that the station might be used as a test outlet for Sterling and other Blackett-Sample-Hummert accounts. E. Frank Hummert, vice-president of the agency, currently is endeavoring to bring about peace between the broadcast industry and ASCAP. In Mr. Noble's behalf, however, it was said that his holdings in Sterling Products amount to about one percent, and that there is no basis for the reports of B-S-H participation.

In some quarters it was thought likely that, in view of Mr. Hummert's position, WMCA under its new ownership might contract for ASCAP even though the major networks and other major New York stations have indicated they have no intention of renewing contracts to begin next Jan. 1 with the music group. It was stated on behalf of Mr. Noble that all this is pure conjecture.

In industry circles it is estimated that Sterling Products spends in the neighborhood of $4,000,000 per year for radio time, both network and national spot. Among the Sterling Products items are Bayer Aspirin, Danderine, California Syrup of Figs, Dr. Lyons Tooth Powder, Cal-Aspirin, Cal-Acetyl and Pape's Cold Compound.

Mr. Noble's Holdings

The application filed with the FCC brought out that Mr. Noble has been chairman of the board of Life Savers Corp. for 27 years. He is the largest single stockholder in that company. Young & Rubicam handles this account. It is not now a user of radio time.

The application revealed that he holds, in addition, 9,500 shares in Sterling Products, valued at approximately $580,000. His current cash assets were listed as in excess of $1,000,000. The application revealed that $850,000 had been deposited "in a special account to pay for stock involved in application."

A native of New York, Mr. Noble is 58 years old. He was graduated from Yale in 1905 and, according to the application, "has had extensive training and experience in private business, including the advertising business, industrial finance, as well as experience in public life on a Federal regulatory agency."

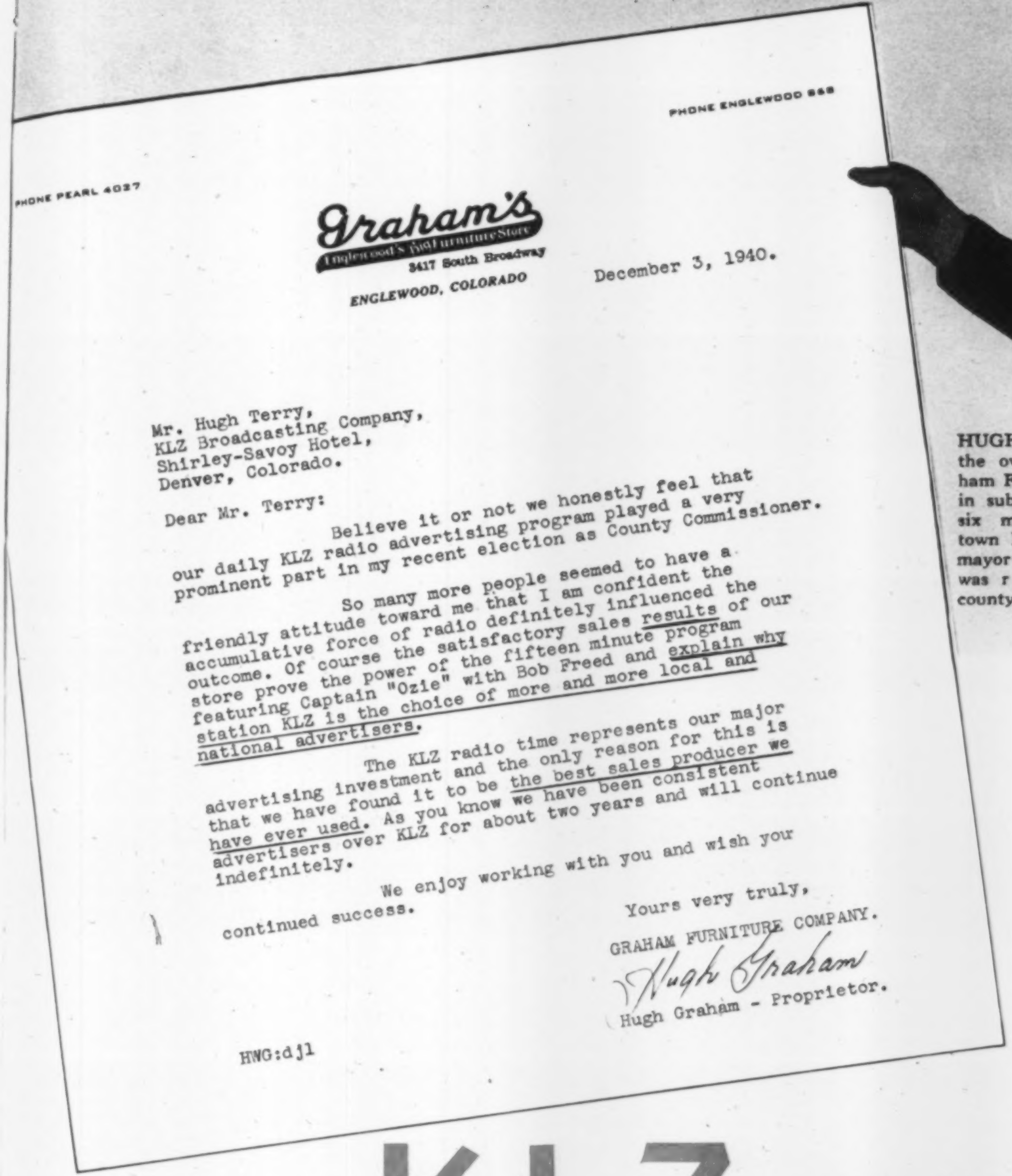
In response to the question in the application as to the type of service that would be rendered under the new ownership, it was stated:

"Although transferee expects to earn a reasonable return on his investment, the station will be operated primarily as a public service enterprise; every effort will be made to improve the character of program service of the station; the station will be operated in closer cooperation with civic, educational and philanthropic organizations; a larger percentage of the earnings of the station will be devoted to the creation and presentation of sustaining programs, with emphasis upon live talent, programs that will be educational as well as entertaining, civic forums, and other public service programs."

Book Firm Testing

WILLIAM H. WISE, New York publisher, is currently conducting a test campaign on a selected list of stations, featuring various new books. The account is handled by Northwest Radio Adv. Co., Seattle. Stations are KIRO KSL WAAF WJR KLX WCFL KXA KOL WPRO KMPC WCAR KFRC WJJD KQW WRVA KSRO KINY WMMN KGER CKLW WNEW KTSA KYA WHDH WHAS WTAR KGHL WCAE KGMB WDBO WFLA WWL. The principal campaign will start Jan. 7, on approximately 125 stations, according to Edwin A. Kraft, agency manager.

"results ... explain why station KLZ is the choice of more and more local and national advertisers .. the best sales producer we have ever used."



PHONE ENGLEWOOD 868

PHONE PEARL 4027

Graham's
Englewood's Big Furniture Store
3417 South Broadway
ENGLEWOOD, COLORADO

December 3, 1940.

Mr. Hugh Terry,
KLZ Broadcasting Company,
Shirley-Savoy Hotel,
Denver, Colorado.

Dear Mr. Terry:

Believe it or not we honestly feel that our daily KLZ radio advertising program played a very prominent part in my recent election as County Commissioner.

So many more people seemed to have a friendly attitude toward me that I am confident the accumulative force of radio definitely influenced the outcome. Of course the satisfactory sales results of our store prove the power of the fifteen minute program featuring Captain "Ozie" with Bob Freed and explain why station KLZ is the choice of more and more local and national advertisers.

The KLZ radio time represents our major advertising investment and the only reason for this is that we have found it to be the best sales producer we have ever used. As you know we have been consistent advertisers over KLZ for about two years and will continue indefinitely.

We enjoy working with you and wish your continued success.

Yours very truly,
GRAHAM FURNITURE COMPANY.
Hugh Graham
Hugh Graham - Proprietor.

HWG:djl

HUGH GRAHAM is the owner of the Graham Furniture Company in suburban Englewood, six miles from downtown Denver. Formerly mayor of Englewood, he was recently elected county commissioner

• The money which local advertisers spend for advertising has to bounce back tomorrow . . . or else! Mr. Graham's letter reproduced here is, of course, only one merchant's opinion. But it is significant that KLZ carries more local business than any other Denver station! There's a reason why . . . and the reason is RESULTS! National advertisers are following the example of Denver's local merchants in ever-increasing numbers . . . for greater results per advertising dollar.

KLZ *DENVER*

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

SEASON'S

GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KARK	Little Rock	NBC
KFI	Los-Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRNL	Richmond	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KSFO	San Francisco	CBS
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

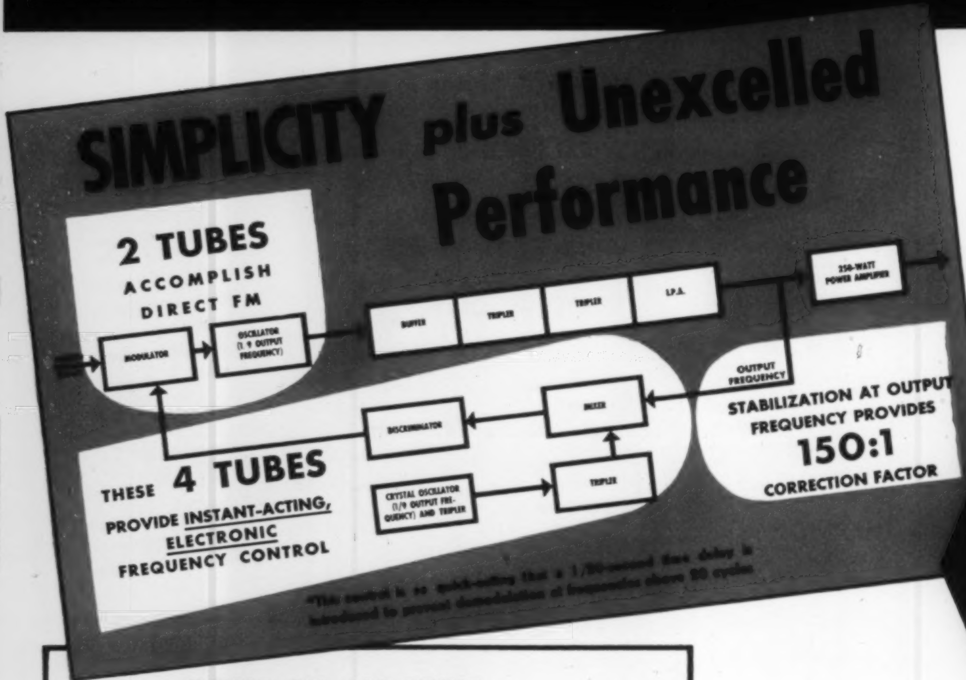
THE YANKEE, COLONIAL AND
TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

Check Before You Choose


SIMPLICITY plus Unexcelled Performance
2 TUBES ACCOMPLISH DIRECT FM
MODULATOR
OSCILLATOR (1/9 OUTPUT FREQUENCY)
BUFFER
TRIPLER
TRIPLER
I.P.A.
250-WATT POWER AMPLIFIER
OUTPUT FREQUENCY
MIXER
DISCRIMINATOR
TRIPLER
CRYSTAL OSCILLATOR (1/9 OUTPUT FREQUENCY) AND TRIPLER
THESE 4 TUBES PROVIDE INSTANT-ACTING, ELECTRONIC FREQUENCY CONTROL
STABILIZATION AT OUTPUT FREQUENCY PROVIDES 150:1 CORRECTION FACTOR
*This control is so quick-acting that a 1/50-second time delay is introduced to prevent demodulation at frequencies above 20 cycles

And you'll specify

SIMPLIFIED FM CIRCUIT DESIGN

INSIST ON ALL THESE . . .

Continuity of Service

Automatic reclosing overload protection
Instant access to every tube (no shielding to remove)
Complete accessibility without disassembly
Only 2 tubes to produce *direct* FM
Only 4 tubes in stabilizing circuit
Single crystal control

Frequency Control

Instant-acting electronic (no moving parts; no overshoot)
Stabilization at *output* frequency
Temperature control of crystal only
±1000 cycles stability
Voltage regulated power supply
New G-31 crystal unit
Temperature *compensated* oscillator and discriminator circuits

High Fidelity

Frequency response within ±1 db of RMA standard, 30 to 16000 cycles
Full dynamic range—noise level down 70 db
Linearity within 0.25% up to ±150 kc carrier swing
Harmonic distortion less than 1½% (30 to 7500 cycles) up to ±75 kc carrier swing; less than 2% up to ±100 kc swing
Cathode-ray modulation indicator
Square-wave testing of every transmitter

Economy

Based on G-E 1000-watt Transmitter, Type GF-101-B

Tube cost—only $287
Floor space—only 9.3 square feet
Ventilation—natural draft (no blower; quiet operation)
Power consumption only 3.75 kw

FOR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±1000 cycles by *instant-acting* electronic control so sensitive that even abnormal line-voltage fluctuations or *sudden detuning of the oscillator tank can have no effect on center frequency.*

The dependability is equal to that of the finest AM broadcast transmitters. *FM could ask no more.* G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of *every* unit.

For economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

160-10

Musical Impasse Brings Progress In Disc Libraries

More and Better Productions From Transcription Firms

By ALEX SHERWOOD
Sales Manager
Standard Radio

TRANSCRIPTION libraries are coming into far greater prominence than ever before in their history as a result of the music emergency. Stations large and small are making new demands and are finding new uses for their plattered music. And from the looks of things, the transcription libraries are all rising to the occasion to fill the bill, and are doing some mighty fine originating on their own.

Mr. Sherwood

It all may result happily in a new and glorified status, and a permanent one at that, for the major libraries; and it certainly has already brought about a wholesale face-lifting in the general character of musical material and talent being released.

Just What They Want

While the transcription library has always been a pretty large spinal section, if not the entire backbone of the small stations' musical needs, the new situation has now forced even the largest broadcasters to look in this direction for support. Network stations whose needs for this type of programming were insignificant, now find that the library producers have been digging out exactly what they want but now cannot get either from phonograph records of their live talent sources.

For the smaller stations whose major concern is the *quantity* of transcribed music, it is reassuring that most services have materially increased the total number of selections in their basic libraries. In our case, this increase in total selections has been about 35% during the past year and there is every indication that this rate of increase will be continued if not bettered during the coming year.

Perhaps the most puzzling problem for many commercial managers has been to work out substitute popular tax-free music for advertisers who have featured name band phonograph records, because practically all the latter discs are copyrighted. While they were helping their program departments comb through their libraries, these same commercial managers in many instances dug out and dusted off some of our age-old arguments as to the superiority of transcriptions over records—such as superior quality and lower surface noise, freedom from special permissions and general ease of handling.

So the ball was pitched to the transcription producers. Stations asked for more popular dance music and more name-bands. By steady and logical development, we all started "giving" with more of the stuff our subscribers wanted. For example, we have just signed top flight bands on an exclusive basis, and we are negotiating for others to supplement our present lineup.

The name-band policy of transcription libraries may have a surprising effect on another aspect of the music situation—the persistent efforts of certain interests to license the use of phonograph records for radio. As we increase the output of top-name orchestras, there will be less and less call for juke-box favorites on the air, and the day will probably come when the popular orchestra leaders currently in the limelight will think first of their recording engagements with transcription libraries.

Listeners to more than one "breakfast special" and other musical clock features probably would be surprised if they realized to what extent the format of their programs has been altered during the last 90 days. Station after station which used the "request" angle has quietly dropped it, so as not to be put on a spot for not playing this or that selection which might not be available. Programs which at one time were solely dance music have been gradually shifted to variety shows, with oldtime popular tunes, military band, light classical favorites and choral numbers diluting the previous diet of straight can-can.

The music emergency has had other salutary effects on transcription library. One of these has been to build up the size of standard orchestral groups. As an example, we now have a 54-piece military band—a jump of 24 men. Our new concert orchestra features 60 men —better than a 100% size increase over former groups.

New Music Uncovered

Many program directors in appraising every source of music have "rediscovered" much beautiful talent in their transcription libraries, and have promptly put it to work. A certain amount of live talent had to be replaced when station producers discovered the act was unwilling to cooperate with the industry objective of tax-free music, and libraries have helped measurably in filling these gaps. On the other hand, many stations have given us the benefit of their reappraisal of their library, in the form of constructive and helpful comments, and these will reappear as dividends to the stations in improved choice of talent and types of music.

As "running blockers" for our broadcasting customers, we of the transcription business have made a direct contribution to new music on our own hook. Searching for good tax-free music since long before the current year and formation of BMI, we have brought to light hundreds of original compositions in every classification. Practically all these selections have been written by working musicians, directors and arrangers not members of ASCAP. In securing clearance on such compositions, we have taken not only a license to record but also to authorize performance by our subscribing stations. Several independent music publishers have consented to a similar licensing arrangement, thus opening a further field.

Uncertainty of copyright status has doomed the majority of foreign-made phonograph records, previously the chief musical source for foreign-language programs. Here we have taken a modest rescue role: first, by supplying a vast fund of international music in the semi-classic field; second, by recording a fair amount of Jugoslav, Gypsy, Bohemian, Russian and other typical music.

This whole development is of such a nature as to place the transcription library in a position of permanent importance for every station in the land. And proper credit is due the stations themselves for creating a demand which the transcription industry is only too happy to meet.

TO ACQUAINT radio executives of midwestern advertising agencies, members of the press and salesmen of WOR's Chicago sales office with Bessie Beatty, conductor of the *Martha Deane* program on the Newark outlet, a luncheon was given Nov. 29 at the Drake Hotel, Chicago, at which Miss Beatty and Eugene S. Thomas, sales manager of WOR, spoke. Present were (l to r) John Shelton, WOR; Strother Carey, Leo Burnett Co.; Evelyn Stark, Hays MacFarland & Co.; H. C. Vogal, Reincke-Ellis-Younggreen & Finn; William Presba, of Presba, Fellers & Presba; Ralph Rosenthal, Neisser-Mayerhoff; Jack North, Aubrey, Moore & Wallace; Buck Gunn, J. Walter Thompson Adv. Corp.; Charles Hotchkiss, Sherman K. Ellis & Co., Inc.; Jack Laemmar, Lord & Thomas; rear (l to r) are Harold Higgins, WOR western manager; Miss Beatty; Eugene Thomas; right inside row (back to front) Mrs. Margaret Lyon, Henri, Hurst & McDonald Inc.; George Duram, H. W. Kastor & Sons Adv. Co. Inc.; Harold David, Lord & Thomas; Helga Wernblad, Benson & Dall; Nate Pumpian, Frank Ferrin, Henri, Hurst & McDonald; outside right, Dan Goldberg, Chicago trade paper man; Margaret Wylie, J. Walter Thompson Adv. Corp.; Bob Wood, WOR; Edward Codel, BROADCASTING; Dawn Anderson, Henri, Hurst & McDonald.

PLANS ANNOUNCED FOR RADIO AWARDS

FURTHER details on the organization of Radio Editors of America, which recently set up New York offices [BROADCASTING, Nov. 15], have been released by Dinty Doyle, secretary of the group to clarify its purpose and to announce its first dinner, to be an annual affair.

According to Mr. Doyle, Philco Distributors, New York, "set up the money for what could be designated as a 'Foundation' but will have nothing whatever to do with either the administration of the organization or any awards made by the radio editors," of which 163 are now members. These editors will select winners by ballot, to be sent out by the organization committee.

An award of $500 and a plaque will be presented annually to: The person responsible for the best new program idea; person writing the best magazine article or news story critical of radio; person doing the best job of spot news reporting; author of the best drama written especially for radio. Plaques also will be awarded in 16 different classifications, such as best entertainer of the year, best international relations program, best radio actor etc. The awards will be announced Feb. 15 at a dinner.

HEARD regularly Monday nights on NBC-Red since Dec. 3, 1928, the *Voice of Firestone* program celebrated its 12th anniversary Dec. 2, under sponsorship of the Firestone Tire & Rubber Co., Akron. Richard Crooks, Metropolitan Opera star, has been heard on the program for the last eight years, longer than any other Metropolitan star has been associated with a network program.

A Study of Uncle Sam's Propaganda

No Compulsion to Use Government Scripts Or Programs

An objective study of 'Propaganda by the Government' was recently undertaken by Charles G. Ross. contributing editor of the St. Louis Post-Dispatch and one of the leading members of the Washington press corps. In the following excerpt from Mr. Ross' article under the above title, the phase dealing with radio is covered. BROADCASTING *believes it should be read by every policy-making radio official.*

By CHARLES G. ROSS
Contributing Editor
St. Louis Post-Dispatch

POLITIC though they usually are in dealing with the press and radio, officials of the Government occasionally let their temper get the better of their judgment. An incident of this kind, much talked about in Washington, occurred one recent night during the campaign. Lowell Mellett, one of the administrative assistants to the President, became angered at what he considered an unfair slant in a news broadcast by Fulton Lewis jr., of the Mutual system. He called up Lewis from his home immediately after the broadcast and made his views known in sulphurous language.

To understand Mellett's action, one needs to know that he is a zealot in the New Deal cause and that, having long been in newspaper work at the capital before he went into the Government service, he is on free-and-easy terms with the Washington newspaper reporters. The consensus of Mellett's former colleagues doubtless would be that he was excessively tactless in his criticism of Lewis, but that the incident could hardly be taken as evidence of a sinister design against freedom of speech. Mellett says that he was simply blowing off steam in his private capacity.

On Good Terms

Melletts' relationship to the press is about the same as that of Stephen T. Early, of the White House staff. A long-time and popular reporter, Early is "Steve" to nearly all the news men who visit the White House. He and the reporters speak the same language. In this fact, as in the case of Mellett, there is one of those intangible factors that make it so difficult to analyze the system of Government publicity, or to say where proper guidance of a reporter ends and "cracking down" begins.

Uniformly, the relations of the President and the broadcasting companies have been extremely friendly—a fact not to be wondered at, so far as the President is concerned, in view of the effective use that the President is able to make of the air waves. Whereas the President has gone out of his way to criticize the press—specifically the publishers of newspapers—he has on numerous occasions said a good word for radio.

CELEBRATION marked recent signing of the 12th sponsor on the *Mythical Ballroom* conducted on WAAF, Chicago, by Don Norman, with station members instrumental in success of the show as dinner guests. Among those present were (l to r) Milton Rubel, salesman; Leland Gillette, announcer; Kennedye Nelson, announcer; Estelle Barnes, librarian; Rodney O. Daly, salesman; Florence Folsom, actress; Don Norman, host; Edith Bergdahl, secretary; Barry O'Bryan, assistant to Don Norman; Lillian de St. Aubin, librarian; Emmett Perry, engineer.

"There has never been anything resembling a crack-down on our system by the White House in this administration," Frank M. Russell, vice-president of NBC in charge of its Washington office, told the writer. "Now and then minor officials sound off, but their attitude is not reflected in the White House. The industry gets along much more smoothly under this administration than it did under President Hoover."

The Best Time

All the broadcasting systems express gratitude to the President and Early for the manner in which Presidential broadcasts are now arranged. Under Hoover, it was the rule for the White House, when the President wanted time, to call up the companies and say flatly that he intended to speak at a particular hour. Whatever the commercial programs scheduled for that hour, they had to be displaced. Under the present practice, according to the local managers, they are called into conference with Early and a time is fixed that will cause the companies the least possible loss of revenue.

Far more difficult are the problems created by the companies' policy of granting free time (except for broadcasts in connection with a political campaign) at the request of any Senator or Representative. When Huey Long was in the Senate, he had the companies at their wits' ends to meet his incessant demands for radio time. Today the champion users of time are Rep. Hamilton Fish (R-N. Y.); Senator Rush Holt (D-W. Va.); Rep. Emanuel Celler (D-N. Y.), and Rep. Martin Dies (D-Tex.). The company managers have learned how to do a little scientific stalling with these men and yet keep them satisfied. Happily for the broadcasting companies—and no doubt also for listening public—there are only a few members of the House and Senate who avail themselves of the privilege of putting their views on the air.

What has been said here suggests that if there is any danger to the public from the Government publicity system, it is not from the suppression of news, either by the newspapers or by the radio, but from the constant pressure of the Government, through its numerous press agents under various titles, to get material favorable to the Government into the papers and the movies and on the air. As the Government grows, this pressure constantly increases.

Publicity Or?

Here again it is impossible to be dogmatic—to say, for example, how much money the Government should spend on publicity, or to what extent it should assist the newspapers in getting the news, or, in many cases, whether a Government handout, to the press, radio or movies, is legitimate "publicity" or "propaganda" for a cause. If there is misuse of the executive power in any of these respects, or others, the remedy is in the hands, first, of Congress, which holds the purse strings, and, second, of the private agencies concerned. None of these is compelled to use a Government handout.

But clearly the second of these corrective measures may be ineffectual through fear on the part of a private agency of offending a strong central Government. Radio, because its broadcasting stations operate under one-year licenses revocable by the FCC, is peculiarly in a position where fear of reprisals might work against the public interest.

The broadcasting companies appear to have achieved a strength and prestige which enables them to deal independently with any requests of the Government for time. The Government programs they are running or have run, say the managers, have been put on the air for their intrinsic value as educational features. Perhaps the best known of these is the *National Farm & Home Hour* of the Department of Agriculture, which has been carried daily over the Blue network of the NBC since 1929. The Office of Education and the Federal Housing Administration are among other Government agencies whose programs have been carried on the national chains and have won public favor.

It is the small local station, without the benefit of a national hook-up, that is most likely to put on a Government program through fear of jeopardizing the license which the FCC has granted it to serve the "public interest, convenience and necessity." With these words in mind, a station owner receiving script from a Government agency with a request for its use is likely, if he has the time available, to resolve any doubts in favor of the Government. Or it may be that he will have no hesitation, but will find the script a useful filler on a dull day, like the "boiler plate" of the hard-pressed country editor.

There is well-grounded complaint in the radio industry against the present personnel of the FCC but the testimony of responsible private radio officials in Washington is unanimously to the effect that while licenses have been granted for political reasons under both Democratic and Republican administrations, no station has ever been cut off the air without good cause, for reasons outside of politics. With the court appeals available to stations that may fall foul of the FCC, it's a long and difficult job, in any case, to get a station off the air. The bill of health here given the FCC on the score of cancellation of licenses is on the authority of strong critics of the Commission who are earnestly hoping for its reorganization in the near future.

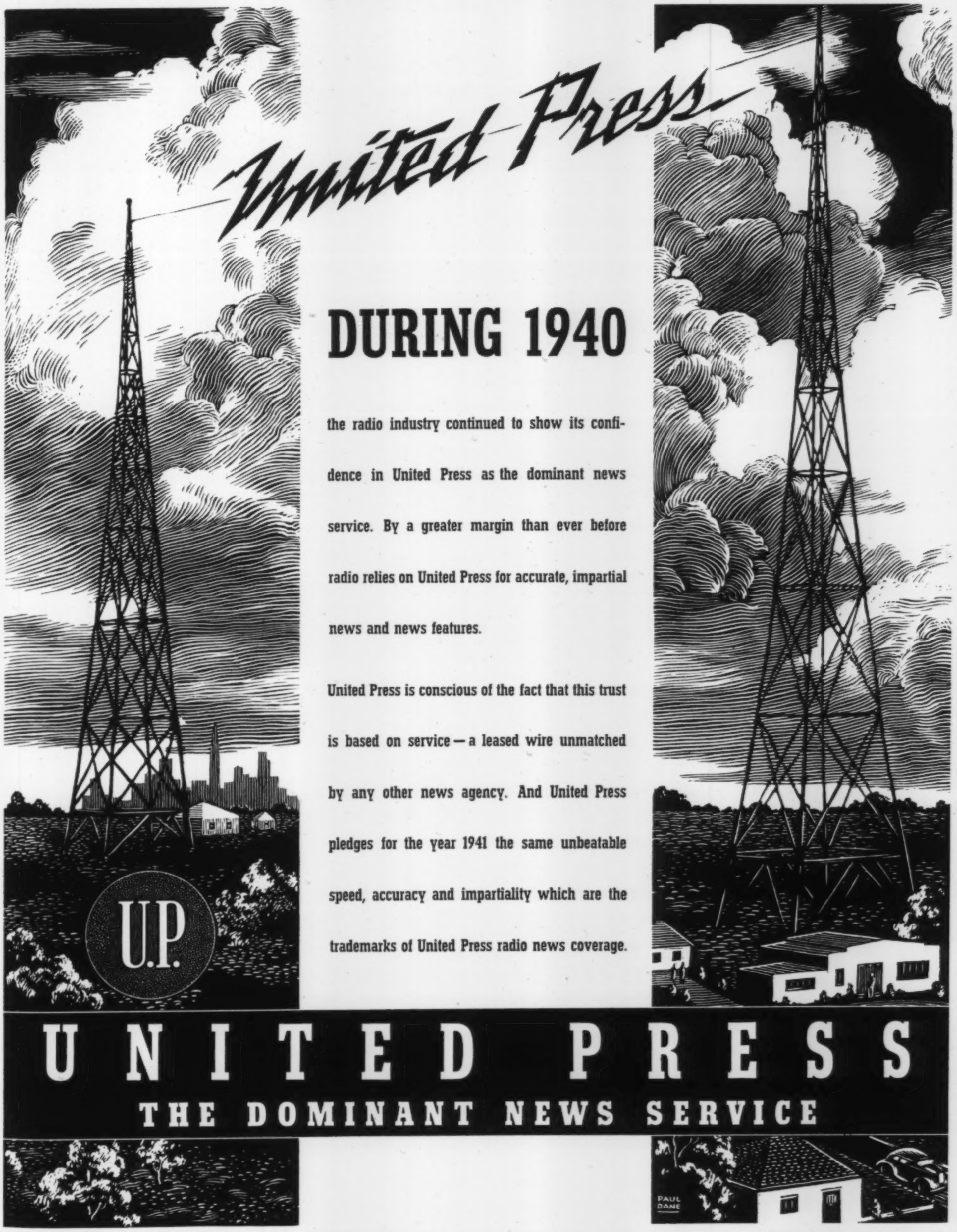
What these critics fear, for the future, is some "fanatical" meddling by the Commission with program content. To date the industry has been able to checkmate all moves, or seeming moves, in that direction. It remains, however, on the alert.

Getting the Breaks

As for the news and features put out by the broadcasting systems, Harry C. Butcher, the local CBS vice-president, sums the matter up in this wise: "Of course the administration in power gets the news 'breaks,' just as it does on the front pages of the newspapers. That is because the administration is creating the news. But the scales are held even on controversial issues through a balancing of time."

Butcher seconded the testimony of Russell, of NBC, that the present Government had not attempted coercion of the broadcasting systems, and noted with gratification that the final executive order by which the President recently created a Defense Communications Board, to study the role of radio in the event of war, provided for no control over radio programs. The board under this order has power to make plans only with respect to physical radio facilities. If war comes, some form of censorship, over both press and radio, will be inevitable, but it is the confident belief of the radio managers in Washington that this will be worked out on a voluntary basis.

TED HUSING, CBS sportscaster, will handle the play-by-play of the Orange Bowl football game in Miami, to be broadcast New Year's Day on CBS under sponsorship of Gillette Safety Razor Co., Boston.



DURING 1940

the radio industry continued to show its confidence in United Press as the dominant news service. By a greater margin than ever before radio relies on United Press for accurate, impartial news and news features.

United Press is conscious of the fact that this trust is based on service — a leased wire unmatched by any other news agency. And United Press pledges for the year 1941 the same unbeatable speed, accuracy and impartiality which are the trademarks of United Press radio news coverage.

UNITED PRESS

THE DOMINANT NEWS SERVICE

Ten Cooperatives Carried on MBS

Survey for Year Shows Eight Programs Currently on Air

TEN programs cooperatively sponsored by national, regional and local firms, were broadcast on MBS at various times during 1940, an analysis of the network's schedule reveals. Of these programs, eight are still on the air.

Number of stations broadcasting the programs on a sponsored basis varied from time to time, but the new NAB analysis of time sales, covering the month of September, shows that 9,885 program advertising units (unit is one minute of program time) were sponsored on MBS in that month.

The 10 programs, with their regional and national sponsors specified, but not local sponsors, were:

I Want a Divorce—C. F. Mueller Co., Jersey City, Sears, Roebuck & Co., and others, Fridays, 9:30-10 p.m., starting Oct. 18.

Johnson Family—Local sponsors, Mondays through Fridays, 5:15-5:30 p.m.

Keep Fit to Music — Beatrice Creamery, Chicago, Union Pharmaceutical Co., Bloomfield, N. J., and others, Mondays through Fridays, 10:30-10:45 a.m. May 13 to July 3, with new series starting Sept. 16.

Lamplighter—I. J. Fox fur stores and others, Wednesdays, 10:45-11 a.m., Oct. 11, 1939 to Feb. 14, 1940.

Fulton Lewis jr.—Falls City Brewing Co., Morris Plan Bank and others, Mondays through Fridays, 7-7:15 p.m., starting Oct. 17, 1938.

Listen, America — Pontiac Motor Co., Jefferson Federal Savings & Loan Assn., and others, Sundays, 6-6:30 p.m., Oct. 22, 1939 to Jan. 14, 1940.

Lone Ranger — Horlick's Malted Milk Co., Racine, Wis., Supplee-Willis-Jones Milk Co., and others, Mondays, Wednesdays and Fridays, 7:30-8 p.m., starting Jan. 18, 1937.

The Shadow — Walter Johnson Candy Co., Chicago, Kopper's Co. and others, Sundays, 5:30-6 p.m., Sept. 24, 1939 to March 17, 1940, resuming Sept. 29, 1940.

Show of the Week—Coca Cola dealers, Oklahoma Natural Gas Co. and others, Sundays, 6-6:30 p.m., Oct. 1, 1939 to March 24, 1940, resuming Sept. 29, 1940.

Dorothy Thompson — Pilot Radio Corp. New York, Security Mutual Life Insurance Co., and others, Sundays, 8:45-9 p.m., starting Oct. 6.

Bob Hope Is Given Top Rank in Poll Conducted by 'Cleveland Plain Dealer'

THE 1940 *Cleveland Plain Dealer* radio poll, called by Radio Editor Robert S. Stephan the oldest annual readers' poll in the country, follows the season's gridiron motif this year in leading its selections with an All-America Radio Personalities eleven, on which Bob Hope is designated as captain. The poll represents voluntary responses by listeners to questionnaires, with no prize awards offered. Besides Cleveland, responses were received from 94 Ohio cities and towns with scattered votes also from Illinois, Indiana, Minnesota, Missouri, New York, Pennsylvania, West Virginia and a few from Canada.

The results were announced as follows, rankings stated in order:

All America Radio Personalities Eleven—Bob Hope (Captain), Bing Crosby, Charlie McCarthy, Kate Smith, Jack Benny, Alec Templeton, Eddie Cantor, Ezra Stone, Michael Rafetto, Kay Kyser, Al Pearce.

Favorite Program—One Man's Family, Ford Sunday Evening Hour, Information Please, Bob Hope, Metropolitan Opera, Sherlock Holmes, Aldrich Family, Kay Kyser's Kollege of Musical Knowledge, Kraft Music Hall, American Album of Familiar Music, Lux Radio Theater.

Masters of Ceremony—Clifton Fadiman, Bing Crosby, Kay Kyser, Major Bowes, Milton Cross, Dick Powell, Cecil B. DeMille, Bob Hope, Fred Allen, Don McNeil, Conrad Nagel.

Male Singers — Bing Crosby, Richard Crooks, Frank Munn, Kenny Baker, Donald Dickson.

Dance Bands — Guy Lombardo, Glen Miller, Kay Kyser, Fred Waring, Wayne King, Horace Heidt, Sammy Kaye, Vincent Lopez, Tommy Dorsey, Jimmy Dorsey, Phil Harris.

Feminine Voices— Kate Smith, Margaret Speaks, Lucille Manners, Jean Dickson, Francia White, Mary Martin, Virginia Simms.

Comics—Bob Hope, Jack Benny, Charlie McCarthy, Fibber McGee, Fred Allen, Ezra Stone, Eddie Cantor, Rochester, Bob Burns, Fanny Brice, Jerry Colonna.

Variety Shows—Charlie McCarthy, Kraft Music Hall, Good News, Jack Benny, Fibber McGee, Bob Hope, Gene Autry, Major Bowes, Kay Kyser, Fred Allen, Al Pearce.

Commentators—Lowell Thomas, H. V. Kaltenborn, Boake Carter, Raymond Gram Swing, Walter Winchell, Elmer Davis, Gabriel Heatter, Paul Sullivan, Edwin C. Hill.

Quiz Programs—Information Please, Quiz Kids, Take It Or Leave It, Dr. I. Q., Kay Kyser.

Educational — Chicago U Round Table, Damrosch Hour, Wake Up, America, Light of the World, Cavalcade of America, Information Please, Town Meeting, Quiz Kids.

Drama—Lux Radio Theater, One Man's Family, Helen Hayes, Big Town, Aldrich Family, Sherlock Holmes, First Nighter, Dr. Christian, Those We Love, Everyman's Theater, Screen Guild.

The Symphony—Ford Sunday Evening Hour, New York Philharmonic, NBC Symphony, Philadelphia Orchestra, Radio City Music Hall, Chicago Woman's Orchestra.

Light Classical—American Album of Familiar Music, Crooks-Wallenstein, Manners-Black, Hour of Charm, Melton-Voorhees, Faith Ensemble, Musical Americana.

WDEF Starts Jan. 1

WITH a Jan. 1 starting date set for the new WDEF, local in Chattanooga, Tenn. granted Aug. 14 to Joe W. Engel, local baseball magnate, to operate with 250 watts night and 100 day on 1210 kc., Fred Bugg, general manager, has announced staff appointments thus far. Mr. Bugg, formerly with WTSP, St. Petersburg, Fla., will also serve as commercial manager and be in charge of merchandising and promotion. Eugene Wilkey will be program director and J. V. Sanderson, chief engineer. Studios and transmitter, located in the Volunteer Life Bldg., are RCA-equipped throughout and a 180-foot Wincharger tower has been erected.

FOLLOWING the success of its November spot announcement campaign in New York, the metropolitan paper *PM* sponsored a total of 988 announcements Dec. 2-16 on the eight New York stations, WAAT WEVD WHN WINS WMCA WNEW WOR WQXR. Transcribed spots run one-half minute, six to 15 per day. Agency is Compton Adv., New York.

Tongue Trippers

WHEN you do business with KSD, St. Louis, be sure you talk plainly and enunciate clearly in calling for any one of four members of the staff —Chief Engineer Bob Coe, Roy Cole, Max Cole (no relation) and Ray Johle. Any one of them may answer if you don't use their first names.

NEAR the snowy Continental Divide, F. W. (Bill) Meyer, manager of KLZ, Denver, bagged these pheasants in his annual hunting trip with Gov. Ralph L. Carr, of Colorado. In the party was Fred D. Fleming, KLZ news editor.

CAB BUSINESS

In Capital Increases After Spot Campaign

FACED with the necessity of familiarizing its Hobart 1212 phone number to build up telephone "call business" for its new 500-car taxicab fleet, the local Yellow Cab Co. recently concluded a successful two-month trial of spot schedules on four Washington stations—WRC, WMAL, WJSV, WOL. Placing through Henry J. Kaufman Adv., Washington agency, the cab company used 16 spots weekly, divided among the four stations on a staggered schedule designed to give listeners the impression the company was flooding the airwaves.

When the present ownership took over the Yellow Cab franchise in Washington, the fleet consisted of only 18 cabs, and "call business" was being monopolized by firmly established competitors whose telephone numbers were familiar to cab-users. Yellow Cab drivers were refusing to pay much attention to their call boxes, since a better return came from cruising for fares. However, after the first month of the short, telegraphic spot announcements during the early morning, early and late afternoon, calls went up 110%, with a further 230% increase the second month—at a cost of less than $1,200 to the company. Commenting that driver morale has improved, with phone patrons receiving quicker service, the company has arranged for a long-term contract calling for a greater monthly expenditure for radio.

Lever Plans Spots

LEVER BROS. Co., Cambridge, Mass., is understood to be planning a spot campaign this spring to introduce a new soap product through Young & Rubicam, New York. No statement was forthcoming from the agency.

HOLDING THE BAG, these midwest and Mountain region huntsmen survey their quarry. At left is the Terrible Trio of WHO, Des Moines, who braved autumn chill recently during the pheasant season and returned with this brace of ringnecks. Left to right are Max Robinson, WHO announcer; Cousin Herald Goodman, comedy star of WHO's *Iowa Barn Dance Frolic;* Alfred (Buddy) Webster, leader of the Borderland Buckaroos, one of WHO's staff bands. The other pair, Robert H. Owen, assistant manager and chief engineer of KOA, Denver, and Lloyd E. Yoder, KOA general manager (right), tenderly finger the horns of the antelope bagged recently by Mr. Owen in the Colorado-Wyoming One-Shot Antelope Hunt.

Hickville isn't Hickville —*anymore!*

THAT'S BECAUSE there aren't anymore "hicks" in Hickville. For instance in WSM's primary and secondary areas alone there are 4,002,310 modern, up-to-date farmers who earn 410,789,000 dollars a year . . . and that ain't hay.

Call them "corny" if you wish, but last year that corn was worth $344,145,000 for Southern farmers. They raised $468,778,000 worth of cotton but their stockings were made of silk . . . to the tune of $12,000,000.

This is where WSM blasts its 50,000 watts . . . right in the heart of "America's fastest growing market" . . . where agriculture is a 500 million dollar industry . . . where everything grows . . . including sales. Send for facts and figures.

Air Castle of the South
W
E
50,000 WATTS CLEAR CHANNEL

★ ★

HARRY L. STONE, General Mgr.

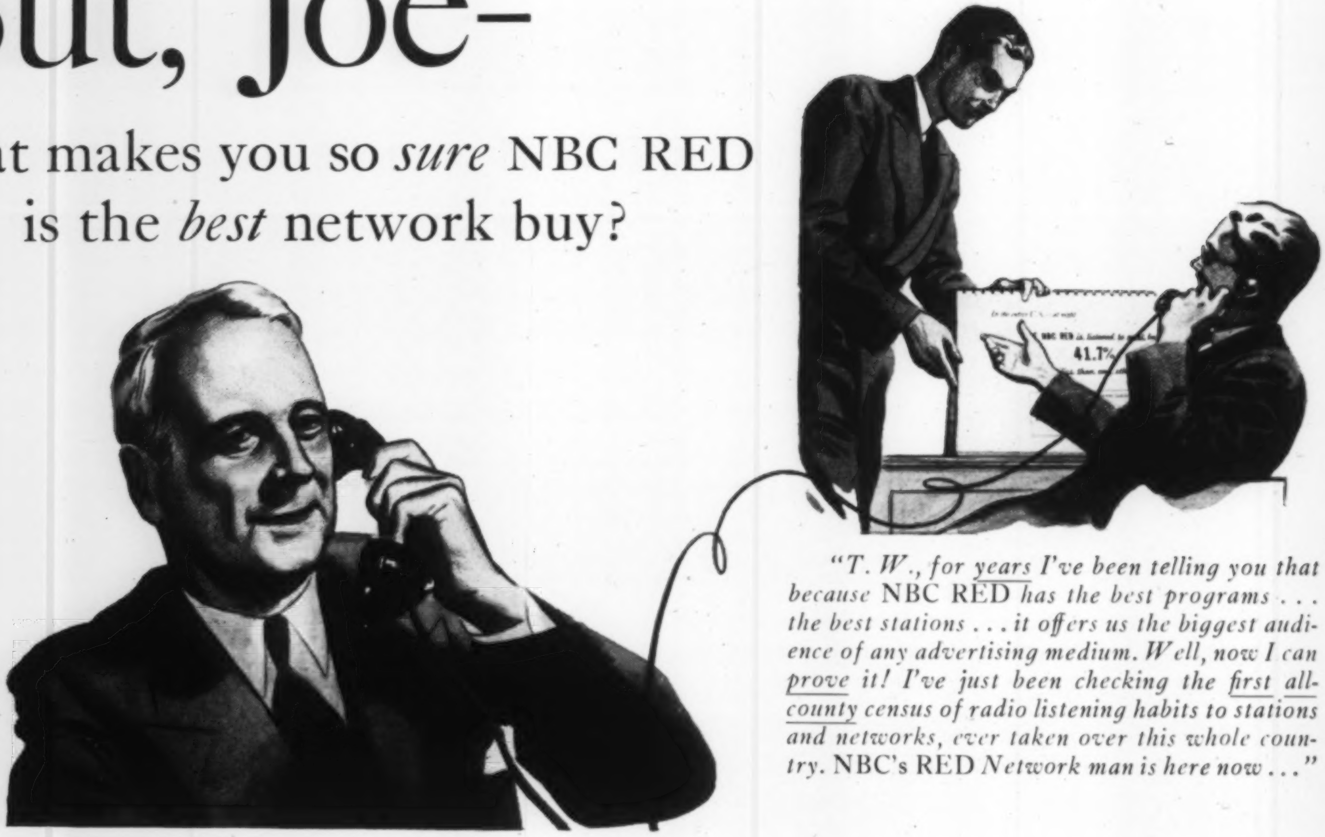
WHERE SALES MULTIPLY!

Nashville WSM *Tennessee*

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

But, Joe–

What makes you so *sure* NBC RED is the *best* network buy?



"T. W., for years I've been telling you that because NBC RED *has the best programs . . . the best stations . . . it offers us the biggest audience of any advertising medium. Well, now I can prove it! I've just been checking the first all-county census of radio listening habits to stations and networks, ever taken over this whole country.* NBC's RED *Network man is here now . . ."*

Smash-Hit Programs 'Clear Reception . . Give NBC Red 41.7% Preference

NEW YORK, N. Y.—Latest refrain among advertisers, and through offices of their agencies, too, is: "Have you seen the results of the first All-County Census of network listening habits ever made?"

First Nation-wide Survey

This Census recently completed by NBC is meeting a long-felt need because, by size and completeness, it constitutes an unparalleled job in radio research. Never before has every county, in every state, been surveyed. NBC sent out 1,425,000 questionnaires . . . but for simplicity's sake, asked only two questions: (1) What stations do you listen to *regularly?* (2) What *one* station do you listen to *most?*

Sweeping Victory for RED

To avoid any claim of prejudice, NBC had the replies sent to C. E. Hooper, Inc., for tabulation. 166,000 families (one out of every 168) sent in more than 1,000,000 station call-letter votes.

Results brought out some surprising figures. (1) Over the entire country, 89.1% of the listening families tune *regularly* to NBC RED during the evening; 74.7% during the daytime. (2) The network most people listen to most is NBC RED . . . with a preference of 41.7% over any other network.

Shows, Stations, Responsible

Such a preference will not astonish the person who realizes there are only two reasons why listeners choose any given station. The first reason lies in the programs they get. The second lies in the clarity with which that station comes in on their set. Neither factor, alone, is ever sufficient. But *both together* create an appeal that becomes irresistible in any section.

RED Better than Ever Today

NBC RED, from the very start of radio, has been known as the network that opened the airwaves with the world's greatest parade of guest stars and talent. Today, their "parade" is bigger than ever. And the millions who tune in find NBC RED comes in clear-voiced and full-throated . . . thanks to strategic stations . . . expertly built for dependable performance.

Radio time-buyers have long been saying that with such five-star programs and station facilities, NBC RED was *bound* to hold the "network preference." Now NBC's All-County Census figures *prove* NBC RED the most deeply entrenched in the listening habits of America's 28,000,000 radio families.

WEAF's New Giant-Size Vocal Chords Startle Metropolis

New Signal on NBC RED's Key Station Wakes City with Voice Two to Ten Times as Strong

ON THE MORNING of November 8th, numerous astonished metropolitan families — many of whom leave their radios tuned at night, ready to catch the early-morning broadcasts — woke with a start to hear a giant-size voice booming through their apartments.

These families had not known that, during the night, WEAF's "voice had changed" . . . become *twice* as strong in Brooklyn . . . *four times* as strong in Queens . . . *ten times* as strong in the heart of Manhattan and throughout Northern New Jersey.

Naturally, they were amazed. That morning, and practically every day since, NBC has heard constant delighted comments from radio fans, tired of struggling with static, that WEAF now comes in so clear and strong it fairly knocks people out of their chairs . . . stronger than any metropolitan station.

Typical of NBC's science and service is the research that went into this powerful improvement.

First — the distance between the WEAF transmitter site and the center of New York City has been cut almost in half.

Second — WEAF's new signal is now conducted in over the "salt water way" of Long Island Sound . . . and salt water is acknowledged the finest conductor for radio signals in the world.

Third—every latest technical improvement developed by RCA and NBC engineers has been incorporated in WEAF's new equipment, giving this 50,000-watt, Class 1A, clear-channel station an efficiency . . . and a reception-appeal . . . unparalleled in radio history.

Again, *NBC RED* gives to all advertisers the clearest, most vital, most forceful voice for telling the public their sales story.

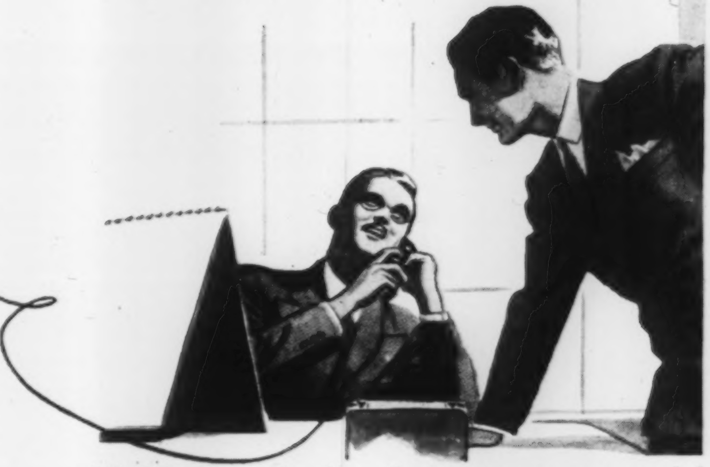
NBC RED NETWORK

The Network Most People Listen to Most

A Radio Corporation of America Service

ADVERTISING
MANAGER

"Well, Joe . . . why get excited about another survey? What's so unusual about this one?"



"T. W., this is the first all-county survey ever made! NBC *sent 1,425,000 questionnaires . . . to every county, in every state. They asked two questions: What stations do you listen to* regularly*? . . . What one station do you listen to most? Results were tabulated by Hooper."*

"Okay, what *were* the results? Maybe *this* census does really prove something about relative network values."

"You're right! This census proved that NBC RED *is tuned in* regularly *by 89.1% of all listening families during the evening . . . by 74.7% during the day. What's even more important . . . it proved that* NBC RED *is the network listened to most by 41.7% more U. S. radio families than any other network!"*

IF *YOU* HAVEN'T SEEN THE RESULTS OF THE NBC ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS—YOU'RE NOT UP-TO-DATE ON RADIO VALUES!

"*41.7%!* Did I get that figure right, Joe? Say . . . it sounds as if you'd been right, from the start! I want to study *that* survey carefully . . ."

"NBC's man is on his way now, to see you. Look over the figures, T. W. When you see them, you'll have to admit that NBC RED *is the network* most *people listen to* most."

Radio Receivers Produced in Year Reach 11 Million

Table Models, Combinations Are Increasingly Popular

ELEVEN million radio receivers were produced during 1940, a record-breaking year for set production, according to an announcement by the Institute of Radio Engineers. During 1939 the production figure was 9,000,000 sets.

Table models continued in favor during 1940, the IRE states, accounting for 52% of the total. An important new trend noted was the increased popularity of radio-phonograph console combinations, which comprised more than 7%. Automobile sets totaled 2,300,000. In all there were approximately 1,000 different models of receivers available.

Industry Totals

The December *Radio Today*, dealer trade journal edited by O. H. Caldwell, former Federal Radio Commissioner, recapitulates the status of the radio business today as of Jan. 1, 1941, showing that:

There are 1,064 radio manufacturers with a total investment of $50,000,000, an annual gross revenue of $300,000,000, with 75,000 employes and an annual payroll of $80,000,000.

There are an uncounted number of radio distributors and dealers with a total investment of $350,000,000, annual gross revenue of $600,000,000, 150,000 employes and an annual payroll of $225,000,000.

There are approximately 880 broadcasting stations in the United States with a total estimated investment of $80,000,000, an estimated annual gross revenue of $185,000,000, with 20,000 regular employes (not counting parttime employes, artists, etc.) and a $50,000,000 annual payroll.

There are an uncounted number of commercial communications stations with a total investment of $35,000,000, annual gross revenues of $20,000,000 with 10,000 employes and $4,000,000 annual payroll.

Mr. Caldwell estimates that there will be 52,000,000 radio sets in use as of Jan. 1, representing a total investment of $3,200,000,000 and an annual cost of operation (tube replacements, electricity, batteries, servicing, etc.) of $220,000,000.

Theatre Assn. Speakers

RADIO session at the annual four-day convention of the American Education Theatre Assn. and National Teachers of Speech in Washington will be held Dec. 31 with Blevins Davis, NBC supervisor of educational programs, as chairman. Among the speakers at the radio forum will be Dr. Franklin Dunham, NBC director of religious broadcasts, who will discuss recorded programs for use in schools; Ted Malone, who will describe some highlights of his two program on NBC, *Between the Bookends* and *American Pilgrimage;* June Hynd, of NBC's women's program division, speaking on "Glamour Behind the Mike."

A. A. SCHECHTER, NBC director of news and special events, in collaboration with Edward Anthony, has written a book titled "I Live on Air," the story of radio reporting during the last ten years. The book will be published Jan. 15, 1941 by Frederick A. Stokes Co., New York.

Network Time Sales So Far This Year Reach 87 Million, 16% Above Last Year

CUMULATIVE gross times sales of the nationwide networks for the 11-month period ended Nov. 30 have surpassed those for the entire year of 1939. The combined cumulative times sales to date are $87,148,758 and compared with $74,987,200 for the same period last year these figures indicate a 16.2% increase. The total figure for 1939 was $83,113,801.

Aided to some extent by last-minute political billings, the total CBS, NBC, and MBS time sales for November were $9,016,418, a gain of 12.1% over November 1939. The largest percentage increase for the month was made by MBS, almost doubling last year's November figure of $327,045, while CBS registered the largest time sales volume. Cumulative MBS figures for the year to date are $4,190,071, a 39.1% increase over the corresponding figures for 1939. Cumulative 1940 CBS sales are $37,205,560, or 20% over the $31,010,511 grossed during the same period last year.

Red Above 1939

NBC-Red has grossed $36,168,421 to date, representing an 8.9% gain over the $33,200,353 billed in the same period last year. The NBC-Blue cumulative gross of $9,584,706 shows a 23.4% increase over the 1939 figure of $7,764,253. Total NBC time sales for the month amounted to $4,699,078, a rise of 11% over last year's corresponding total which was $4,234,984. Combined NBC cumulative totals passed the 45 million-dollar mark with billings of $45,753,127. This is 11.7% higher than the $40,964,606 billed in the same period in 1939.

Gross Monthly Time Sales

	1940	*% Gain over 1939*	*1939*
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
March	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025.538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,688
Oct.	3,842,195	11.5	3,446,134
Nov.	3,653,135	7.4	3,402,370
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
March	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
Oct.	1,203,499	55.7	773,119
Nov.	1,045,943	25.6	832,614
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
March	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,109,863	21.3	2,563,132
Oct.	4,001,492	18.9	3,366,654
Nov.	3,689,778	6.2	3,474,163
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
March	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589
Oct.	784,676	83.0	428,221
Nov.	627,562	91.9	327,045

FROM Fort Bragg, WPTF, Raleigh, N. C., is broadcasting a defense program. As final tests for the series were conducted, a survey trip in a blimp was made of the army post. Observing the final check before the blimp took off were Wesley Wallace WPTF announcer; Williard Dean, technician; Capt. Kenny and a post signal officer.

FRED BATE INJURED IN LONDON ATTACK

FRED BATE, manager of NBC's staff in London, was injured in the terrific German bombing attack on the British capital Dec. 8 and 9. Bate's injury was described in reports from London as "not serious."

Mr. Bate

The bombing, called the worst of the war to date, also damaged the offices of NBC and CBS. This was the second time the CBS London headquarters had been struck by Nazi bombs. None of the CBS London staff was injured although the office suffered considerable damage.

NBC's offices, located on Victoria Embankment, were said in a broadcast to be "useless" as a result of the bombing, the front of the building being smashed.

Gardner Nursery on 142

STARTING its tenth consecutive spring campaign, Gardner Nursery Co., Osage, Ia., goes on the air over 142 stations Jan. 13. Transcribed five and fifteen-minute shows will be released daily over most stations until May 15. The account is handled by Northwest Radio Advertising Co., Inc., Seattle.

CENTRAL COPYRIGHT CLEARANCE

Bureau Set Up in Texas; Miller Urges Other Regions to Organize Similar Service

ADOPTION of a plan to establish effective Jan. 1 copyright clearance bureaus in strategic points throughout the country, to aid stations in checking availability of non-ASCAP musical numbers and originated by Texas stations, is expected in the immediate future. Urged by the NAB board of directors at its meeting in New York Dec. 5-6, description of the Texas plan has been sent to all district directors with a view toward setting up similar bureaus in each area.

The Texas plan, adopted last month at a meeting of broadcasters of District 13, involves use of the WFAA-WBAP music library in Fort Worth for checking and clearance of all musical numbers. The bureau is staffed by employes loaned by local broadcasting stations and its expenses are defrayed by Broadcast Music Inc.

Others Advocated

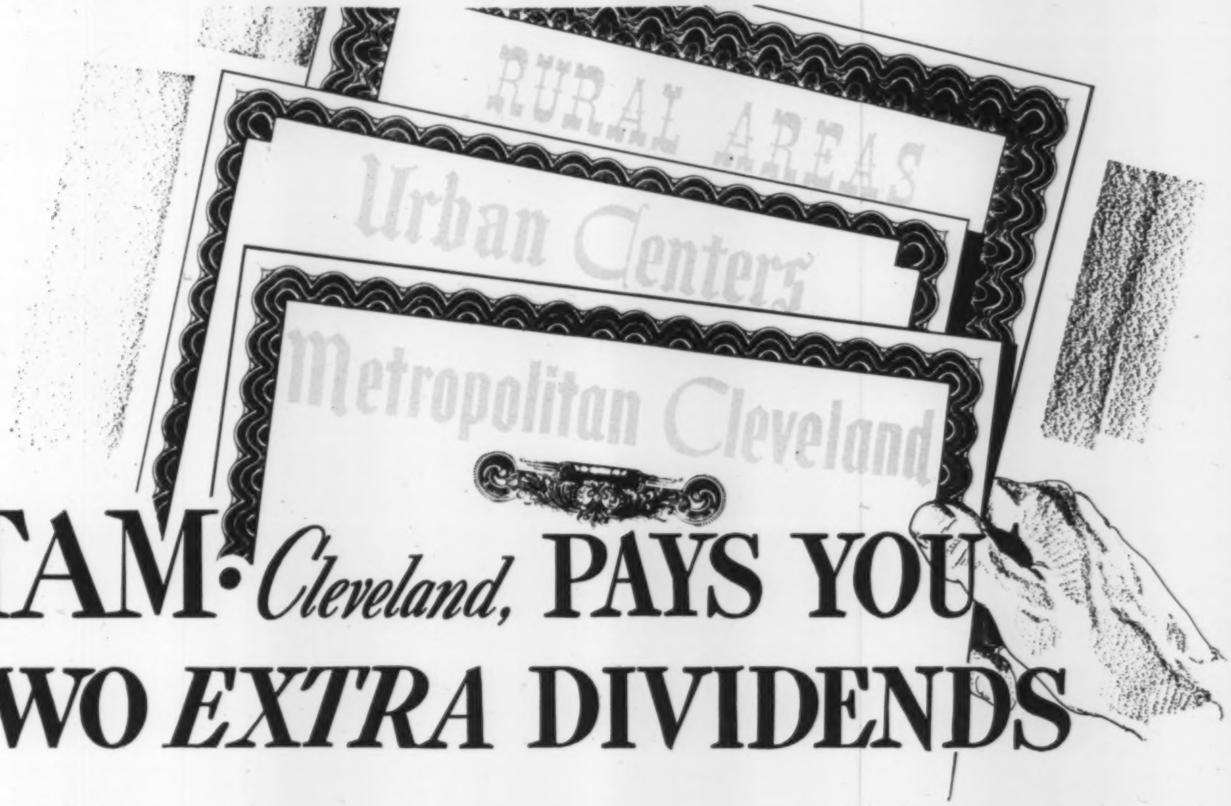
Stations are not indemnified against infringement by bureau clearance, but all available information on copyrights is supplied to stations, upon request. The ASCAP index, first made available in 1937, is an integral part of the checking system.

The form sheet of the bureau, to be used by participating stations, requests listing of the exact title of the composition, its originating source, composer and publisher. The bureau then will seek to provide the name of the performing rights society controlling the copyright on the number. Stations are asked to submit only numbers on which they are in doubt, thereby conserving the bureau's time.

At the various district meetings currently being held, NAB President Neville Miller is urging adoption of a clearance formula similar to that created in Texas. A number of progressive stations, it is pointed out, have maintained elaborate copyright libraries, using the ASCAP index as the nucleus, and are in a position to provide this service. With the personnel donated by participating stations and the expenses defrayed by Broadcast Music Inc., it is pointed out, establishment of the bureau is not a major operating development. There should be no great difficulty in setting up such bureaus in each district, it is believed.

WDGY Hearing

WITH FULLTIME in its grasp, WDGY, Minneapolis, Dec. 5 found itself confronted with a new hearing prior to final action by the FCC. The Commission adopted an order granting the petitions of KWKH, Shreveport, and WOV, New York, for a hearing on the WDGY application to change frequency from 1180 kc. to 1100 kc., used by the protesting stations. WDGY had been granted the fulltime Aug. 14, with 10,000 watts day and 5,000 watts night. In its new order, the Commission set aside the grant and ordered that the construction permit issued on Sept. 5, mailed to Dr. George W. Young, station owner, be recalled and that the application be designated for hearing "upon issues to be determined by the Commission".



WTAM · *Cleveland,* PAYS YOU TWO *EXTRA* DIVIDENDS

In Metropolitan Cleveland

*WTAM has almost as many listeners as all other Cleveland Stations combined. Right here is a substantial dividend in itself. But, in addition, WTAM pays *two extra* dividends that no combination of stations in the area can equal. Here they are:

In the Urban Centers

*†Ten times as many people "listen most" to WTAM as to any combination of Stations in the area « « « « « «

In the Rural Areas

†*Six times as many people "listen most" to WTAM as to any combination of Stations in the area « « « « « «

Yet, you can BUY WTAM at about *half the cost* of any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences . . . March, June 1938, January 1939 and April 1940

*†NBC Personal Call Urban Survey 1938

†*NBC Rural Post Card Survey 1939

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
WASHINGTON
CLEVELAND
DENVER
HOLLYWOOD

Radio Receivers Produced in Year Reach 11 Million

Table Models, Combinations Are Increasingly Popular

ELEVEN million radio receivers were produced during 1940, a record-breaking year for set production, according to an announcement by the Institute of Radio Engineers. During 1939 the production figure was 9,000,000 sets.

Table models continued in favor during 1940, the IRE states, accounting for 52% of the total. An important new trend noted was the increased popularity of radio-phonograph console combinations, which comprised more than 7%. Automobile sets totaled 2,300,000. In all there were approximately 1,000 different models of receivers available.

Industry Totals

The December *Radio Today*, dealer trade journal edited by O. H. Caldwell, former Federal Radio Commissioner, recapitulates the status of the radio business today as of Jan. 1, 1941, showing that:

There are 1,064 radio manufacturers with a total investment of $50,000,000, an annual gross revenue of $300,000,000, with 75,000 employes and an annual payroll of $80,000,000.

There are an uncounted number of radio distributors and dealers with a total investment of $350,000,000, annual gross revenue of $600,000,000, 150,000 employes and an annual payroll of $225,000,000.

There are approximately 880 broadcasting stations in the United States with a total estimated investment of $80,000,000, an estimated annual gross revenue of $185,000,000, with 20,000 regular employes (not counting parttime employes, artists, etc.) and a $50,000,000 annual payroll.

There are an uncounted number of commercial communications stations with a total investment of $35,000,000, annual gross revenues of $20,000,000 with 10,000 employes and $4,000,000 annual payroll.

Mr. Caldwell estimates that there will be 52,000,000 radio sets in use as of Jan. 1, representing a total investment of $3,200,000,000 and an annual cost of operation (tube replacements, electricity, batteries, servicing, etc.) of $220,000,000.

Theatre Assn. Speakers

RADIO session at the annual four-day convention of the American Education Theatre Assn. and National Teachers of Speech in Washington will be held Dec. 31 with Blevins Davis, NBC supervisor of educational programs, as chairman. Among the speakers at the radio forum will be Dr. Franklin Dunham, NBC director of religious broadcasts, who will discuss recorded programs for use in schools; Ted Malone, who will describe some highlights of his two program on NBC, *Between the Bookends* and *American Pilgrimage;* June Hynd, of NBC's women's program division, speaking on "Glamour Behind the Mike."

A. A. SCHECHTER, NBC director of news and special events, in collaboration with Edward Anthony, has written a book titled "I Live on Air," the story of radio reporting during the last ten years. The book will be published Jan. 15, 1941 by Frederick A. Stokes Co., New York.

Network Time Sales So Far This Year Reach 87 Million, 16% Above Last Year

CUMULATIVE gross times sales of the nationwide networks for the 11-month period ended Nov. 30 have surpassed those for the entire year of 1939. The combined cumulative times sales to date are $87,148,758 and compared with $74,987,200 for the same period last year these figures indicate a 16.2% increase. The total figure for 1939 was $83,113,801.

Aided to some extent by last-minute political billings, the total CBS, NBC, and MBS time sales for November were $9,016,418, a gain of 12.1% over November 1939. The largest percentage increase for the month was made by MBS, almost doubling last year's November figure of $327,045, while CBS registered the largest time sales volume. Cumulative MBS figures for the year to date are $4,190,071, a 39.1% increase over the corresponding figures for 1939. Cumulative 1940 CBS sales are $37,205,560, or 20% over the $31,010,511 grossed during the same period last year.

Red Above 1939

NBC-Red has grossed $36,168,421 to date, representing an 8.9% gain over the $33,200,353 billed in the same period last year. The NBC-Blue cumulative gross of $9,584,706 shows a 23.4% increase over the 1939 figure of $7,764,253. Total NBC time sales for the month amounted to $4,699,078, a rise of 11% over last year's corresponding total which was $4,234,984. Combined NBC cumulative totals passed the 45 million-dollar mark with billings of $45,753,127. This is 11.7% higher than the $40,964,606 billed in the same period in 1939.

Gross Monthly Time Sales

	1940	*% Gain over 1939*	*1939*
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
March	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025.538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,688
Oct.	3,842,195	11.5	3,446,134
Nov.	3,653,135	7.4	3,402,370
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
March	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
Oct.	1,203,499	55.7	773,119
Nov.	1,045,943	25.6	832,614
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
March	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,109,863	21.3	2,563,132
Oct.	4,001,492	18.9	3,366,654
Nov.	3,689,778	6.2	3,474,163
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
March	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589
Oct.	784,676	83.0	428,221
Nov.	627,562	91.9	327,045

FROM Fort Bragg, WPTF, Raleigh, N. C., is broadcasting a defense program. As final tests for the series were conducted, a survey trip in a blimp was made of the army post. Observing the final check before the blimp took off were Wesley Wallace WPTF announcer; Williard Dean, technician; Capt. Kenny and a post signal officer.

FRED BATE INJURED IN LONDON ATTACK

FRED BATE, manager of NBC's staff in London, was injured in the terrific German bombing attack on the British capital Dec. 8 and 9. Bate's injury was described in reports from London as "not serious."

Mr. Bate

The bombing, called the worst of the war to date, also damaged the offices of NBC and CBS. This was the second time the CBS London headquarters had been struck by Nazi bombs. None of the CBS London staff was injured although the office suffered considerable damage.

NBC's offices, located on Victoria Embankment, were said in a broadcast to be "useless" as a result of the bombing, the front of the building being smashed.

Gardner Nursery on 142

STARTING its tenth consecutive spring campaign, Gardner Nursery Co., Osage, Ia., goes on the air over 142 stations Jan. 13. Transcribed five and fifteen-minute shows will be released daily over most stations until May 15. The account is handled by Northwest Radio Advertising Co., Inc., Seattle.

CENTRAL COPYRIGHT CLEARANCE

Bureau Set Up in Texas; Miller Urges Other Regions to Organize Similar Service

ADOPTION of a plan to establish effective Jan. 1 copyright clearance bureaus in strategic points throughout the country, to aid stations in checking availability of non-ASCAP musical numbers and originated by Texas stations, is expected in the immediate future. Urged by the NAB board of directors at its meeting in New York Dec. 5-6, description of the Texas plan has been sent to all district directors with a view toward setting up similar bureaus in each area.

The Texas plan, adopted last month at a meeting of broadcasters of District 13, involves use of the WFAA-WBAP music library in Fort Worth for checking and clearance of all musical numbers. The bureau is staffed by employes loaned by local broadcasting stations and its expenses are defrayed by Broadcast Music Inc.

Others Advocated

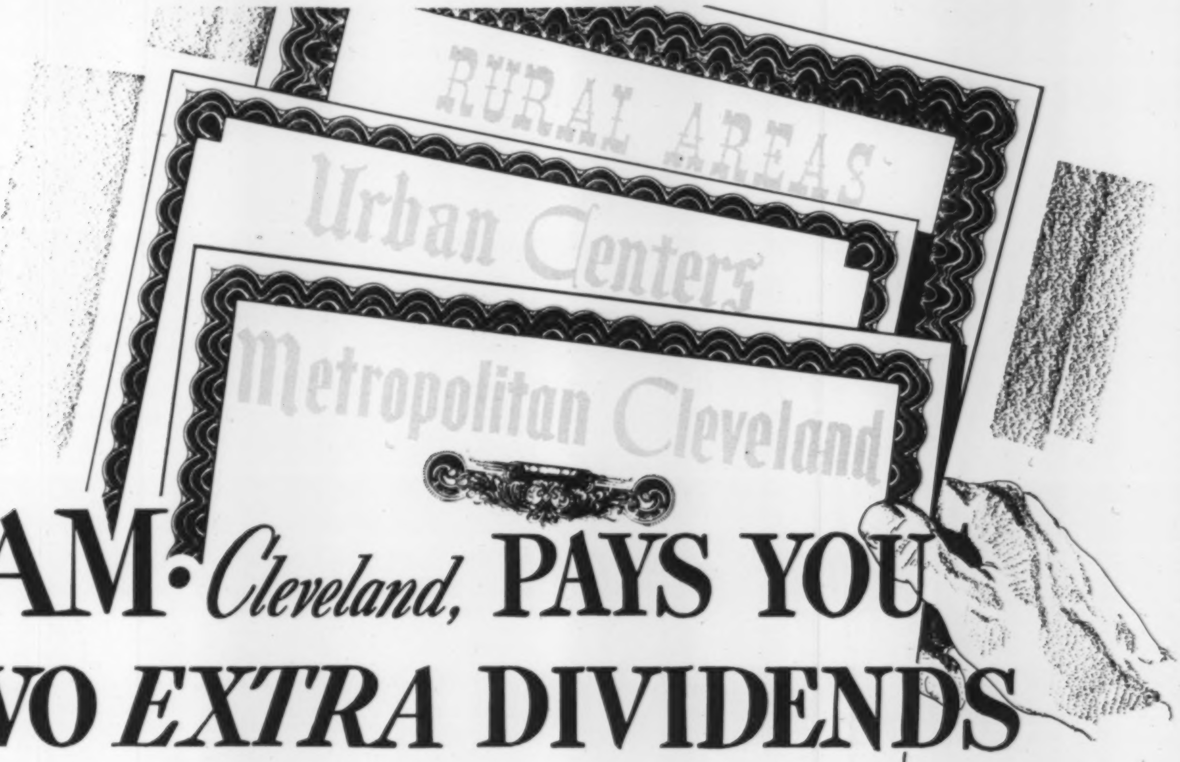
Stations are not indemnified against infringement by bureau clearance, but all available information on copyrights is supplied to stations, upon request. The ASCAP index, first made available in 1937, is an integral part of the checking system.

The form sheet of the bureau, to be used by participating stations, requests listing of the exact title of the composition, its originating source, composer and publisher. The bureau then will seek to provide the name of the performing rights society controlling the copyright on the number. Stations are asked to submit only numbers on which they are in doubt, thereby conserving the bureau's time.

At the various district meetings currently being held, NAB President Neville Miller is urging adoption of a clearance formula similar to that created in Texas. A number of progressive stations, it is pointed out, have maintained elaborate copyright libraries, using the ASCAP index as the nucleus, and are in a position to provide this service. With the personnel donated by participating stations and the expenses defrayed by Broadcast Music Inc., it is pointed out, establishment of the bureau is not a major operating development. There should be no great difficulty in setting up such bureaus in each district, it is believed.

WDGY Hearing

WITH FULLTIME in its grasp, WDGY, Minneapolis, Dec. 5 found itself confronted with a new hearing prior to final action by the FCC. The Commission adopted an order granting the petitions of KWKH, Shreveport, and WOV, New York, for a hearing on the WDGY application to change frequency from 1180 kc. to 1100 kc., used by the protesting stations. WDGY had been granted the fulltime Aug. 14, with 10,000 watts day and 5,000 watts night. In its new order, the Commission set aside the grant and ordered that the construction permit issued on Sept. 5, mailed to Dr. George W. Young, station owner, be recalled and that the application be designated for hearing "upon issues to be determined by the Commission".



WTAM·*Cleveland,* PAYS YOU TWO *EXTRA* DIVIDENDS

In Metropolitan Cleveland

*WTAM has almost as many listeners as all other Cleveland Stations combined. Right here is a substantial dividend in itself. But, in addition, WTAM pays *two extra* dividends that no combination of stations in the area can equal. Here they are:

In the Urban Centers

*†Ten times as many people "listen most" to WTAM as to any combination of Stations in the area « « « « « «

In the Rural Areas

†*Six times as many people "listen most" to WTAM as to any combination of Stations in the area « « « « « «

Yet, you can BUY WTAM at about *half the cost* of any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences . . . March, June 1938, January 1939 and April 1940

*†NBC Personal Call Urban Survey 1938

†*NBC Rural Post Card Survey 1939

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
WASHINGTON
CLEVELAND
DENVER
HOLLYWOOD

Commercial Plan Is Proposed for Audimeter Device

Nielsen Firm to Make Survey Data Available Next Year

PLANS to make commercially available early in 1941 the listener survey of the *Nielsen Radio Index* were announced Dec. 5 by Arthur C. Nielsen, head of A. C. Nielsen Co., Chicago. The Nielsen firm, whose mechanical Audimeter experiments have drawn much attention during the last two years, claims that its service will fill many of the gaps in present survey techniques, since it will afford a minute-by-minute check on just when and where Audimeter-equipped receivers were tuned in.

Pointing out that the company will have invested about $1,000,000 in its new system by the time it is offered on a commercial basis, Mr. Nielsen estimated that cost of the service would be about $2,000,000 a year, representing a charge of 1% on a $200,000,000 advertising revenue for the radio industry. Although it has not yet been decided whether the service will be offered on an exclusive or non-exclusive basis, it was pointed out that "it may prove more desirable" to employ an exclusive basis, which would confine service to a limited number of large clients."

Plan to Expand

Following experimental operation of 200 Audimeters in the Midwest, the company has indicated it will start commercial operation with about 1,000 of the instruments, adding additional units of 1,000 at six-month intervals until country-wide coverage is attained. About 4,000 to 5,000 instruments will provide a cross-section of listening on a national basis, Mr. Nielsen estimated. The national coverage basis includes plans for supplying detailed information on all network programs and on local programs in 15 or 20 principal urban markets.

According to Mr. Nielsen, the *Radio Index* will supply statistics on: Total listening, hour by hour, day by day, month by month; number of sets tuned to each program; kinds of people tuning to each program; audience during each minute of the program; audience turnover; audience delivered by each station and each network—analogous to ABC data supplied publications; sales effectiveness of each program.

The Nielsen firm also released some findings on radio listening, based on its experimental operation of Audimeters during 1939 and 1940. One study of winter and summer listening indicated that during the month of December an average of 80% of all radio families turn on the radio at least once during the day (6 a.m. to 6 p.m.) and the same percentage during the night (6 p.m. to 6 a.m.), while during June only 77% of the families use the radio some time during the day, and 66% at night.

They Listen and Listen

Combining both day and night listening, the Nielsen survey showed 91% tune in at least once in 24 hours during December, but only 84% in June. Refuting the contention that many families listen only a few minutes a day, the survey indicated that only about 8% of all radio families listen less than an hour daily.

The effect of baseball broadcasts on a station's audience was shown to be marked. A survey of a station carrying baseball broadcasts indicated a rapid rise in audience from April through September, and a sharp decline, from a September high of 34.4% of all listeners to an October rating of only 12.9%, at conclusion of the baseball season.

Similar tendencies were noted in regard to network affiliation, with one station jumping from a low of 5.7% of all listeners to 25.6% less than a year after joining a network. Another station, after dropping its network affiliation, registered a steady audience decrease from a 27.3% high to a 6.5% low.

Other phases of the survey reported on by the company included audience turnover through listening families gained and lost by successive broadcasts of the same program; phone vs. non-phone listening; urban vs. rural listening; minutes listened per broadcast by families tuning in; duplication of audience between programs.

READERS of 36 Pacific Coast newspapers clipped coupons from the Don Lee-released Dial-O-Logue column to select their favorite children's program. The favorite was *Lone Ranger*, sponsored on Don Lee network by Kilpatrick's Bakery, San Francisco. Bill Pabst (left center) manager of KFRC, San Francisco, presented the Dial-O-Logue trophy to Harold W. Kilpatrick (right center), head of the bakery. Watching are Roy Baker (left), Don Lee representative, and Emil Reinhardt, agency head.

BAR GROUP ELECTS BINGHAM PRESIDENT

HERBERT M. BINGHAM, Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 6, succeeding Philip J. Hennessey Jr. Elected first vice-president was John M. Littlepage, of Washington, succeeding Horace M. Lohnes. Second vice-president is Ralph Van Orsdel, Washington counsel for the Chesapeake & Potomac Telephone Co. Percy H. Russell Jr., attorney in the Washington offices of Kirkland, Fleming, Green, Martin & Ellis was elected secretary, succeeding Mr. Bingham. Paul A. Porter, CBS Washington attorney, was unanimously re-elected treasurer without opposition.

Mr. Bingham

Elected to the executive committee were Messrs. Hennessey and Lohnes, replacing Louis G. Caldwell, Washington attorney, and Ralph H. Kimball, counsel for Western Union, whose terms expired. Holdover executive committee members are Duke M. Patrick, Swagar Sherley, former Commissioner E. O. Sykes, and Frank W. Wozencraft of New York.

At its business meeting, the association debated vigorously the recent action of the secretary of the FCC in sending to members of Independent Radio Network Affiliates a telegraphic inquiry regarding their approval of and sympathy with the provocative brief filed in behalf of that organization by its Washington attorney, Paul M. Segal. The committee previously had adopted a resolution condemning the FCC action. The membership first approved a motion holding that the executive committee had jurisdiction to consider matters of this nature. Afterward, however, a motion to approve the executive committee's action was tabled by a narrow margin.

The association's regular annual banquet was held the evening of Dec. 6, with entertainment provided by local stations. Among those at the head table were Commissioners T. A. M. Craven and Norman S. Case.

Leading Programs in Various Branches Are Selected in Max Wylie Anthology

SCRIPTS of top-flight radio broadcasts during the last year have been published in *Best Broadcasts of 1939-40*, second volume of a series by Max Wylie, CBS director of script and continuity [McGraw Hill Book Co., New York, $3]. The 368-page volume is the second anthology of broadcast programs selected and edited by Mr. Wylie, and along with the 1939 edition is destined to take its place with the annual drama and short story anthologies of Burns Mantle and Edward O'Brien [BROADCASTING, Jan. 1, 1940].

Different from 1939

The 1939-40 anthology differs from the previous volume chiefly in its inclusion of several programs as the best-turned attractions in a single entertainment field, such as comedy and drama, rather than selecting a single feature as "best" in its field. Each selected broadcast is prefaced with a brief commentary on the program's personalities or history. In making his selections Mr. Wylie had complete cooperation of networks and stations. Emphasis has been placed on comedy programs, news broadcasts and radio dramas in the new volume.

The Book's Choices

Mr. Wylie's selections are:

Best Scripts: "My Client Curley", by Norman Corwin and Lucille Fletcher, heard originally on CBS *Columbia Workshop* March 7, 1940; "In the Fog", by Milton Geiger, heard on the Kellogg *Circle* on NBC-Red; "The Dark Valley", by W. H. Auden, directed by Brewster Morgan, heard on CBS *Columbia Workshop* June 2, 1940; "For Richer— For Richer", by True Boardman, heard on CBS *Silver Theatre* Dec. 10, 1939; "This Lonely Heart", by Arch Oboler, heard on CBS *Screen Guild Theatre* Jan. 14, 1940; "The Clinic", by Ted Key, heard on NBC-Blue *Radio Guild* June 8, 1940.

Best Comedies: *Jello Program*, with Jack Benny, heard on NBC-Red March 3, 1940; *Town Hall Tonight* with Fred Allen, heard on NBC-Red April 24 and May 1, 1940; *Burns & Allen*, for Hinds Honey & Almond Cream, heard on CBS; *The Pepsodent Show*, with Bob Hope, heard on NBC-Red March 12, 1940; *The Aldrich Family*, by Clifford Goldsmith, with Ezra Stone, heard on NBC-Blue Oct. 31, 1939.

Best Variety Show: *The Pursuit of Happiness*, by Erik Barnouw, John Tucker Battle, Carl Carmer, Norman Corwin, heard on CBS Jan. 7, 1940.

Best Educational Broadcasts: *Meet Mr. Weeks*, with Edward Weeks, heard on NBC-Blue; *The Human Adventure*, written and produced cooperatively by the radio department of Chicago U and CBS, heard on CBS June 29, 1940.

Best Western Program: *The Lone Ranger*, by Fran Striker, originated by WXYZ, Detroit, heard on MBS June 30, 1939.

Best Daytime Serial: *Pepper Young's Family*, by Elaine Sterne Carrington, heard on NBC-Red Dec. 25, 1939.

Best Radio Talk: President Roosevelt's address before the American Scientific Congress in Washington, May 10, 1940.

Best Musical continuities: *The Chamber Music Society of Lower Basin Street*, by Welbourn Kelly, heard on NBC-Blue May 26, 1940; *The John Kirby Show* on *Flow Gently, Sweet Rhythm*, by Paul Phillips, heard on CBS May 5, 1940.

Best News Reporting: Major George Fielding Eliot, June 14, 1940; Elmer Davis, June 21, 1940; Edward R. Murrow, June 17, 1940; William L. Shirer, signing of the Franco-German armistice in Compiegne Forest, June 21, 1940; Wythe Williams, June 13, 1940; Raymond Gram Swing, May 10, 1940.

Best Spot News Reporting: *The Graf Spee*, by James Bowen in Montevideo, Uruguay, on NBC Dec. 17, 1939.

Best Sports Report: The Belmont Stakes, by Ted Husing with Bill Corum, on CBS June 8, 1940.

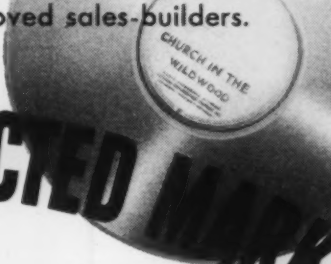
NBC THESAURUS Answers the Spot and Local Advertiser's Program Problem

Up your sales in whatever territory you wish! Low-cost NBC THESAURUS programs—available on stations listed here—cover every field of musical entertainment! "Name" artists, "big time" direction! And all are amazingly low in cost. The new HOLLYWOOD HEADLINERS with Stella Unger, "Your Hollywood Newsgirl," is also available through these Thesaurus subscriber-stations.

Write any of the local stations listed below for complete details.

Remember too—NBC also offers you complete facilities for producing and recording "custom-built" shows as well as syndicated recorded programs such as The Lone Ranger, Betty and Bob, K-7 and many others—all proved sales-builders.

Thesaurus
SYMPHONY OF MELODY
Thesaurus
NOVATIME



PROGRAMS UR PROFITS-IN SELECTED MARKETS

These stations offer you NBC Thesaurus Programs

Alabama	
Anniston	WHMA
Birmingham	WSGN
Huntsville	WBHP
Mobile	WALA
Montgomery	WSFA
Opelika	WJHO
Arizona	
Phoenix	KTAR
Prescott	KYCA
Tucson	KVOA
Yuma	KYUM
Arkansas	
Fort Smith	KFPW
Hot Springs	KWFC
Little Rock	KLRA
California	
Bakersfield	KPMC
Beverly Hills	KMPC
Fresno	KMJ
Monterey	KDON
Sacramento	KFBK
San Diego	KFSD
San Francisco	KGO-KPO
San Jose	KQW
Santa Barbara	KTMS
Colorado	
Colorado Springs	KVOR
Denver	KOA
Lamar	KIDW
Connecticut	
Waterbury	WBRY
Delaware	
Wilmington	WILM
District of Columbia	
Washington, D. C.	WMAL-WRC
Florida	
Jacksonville	WJAX
Miami	WIOD
Orlando	WLOF
Tampa	WFLA
Georgia	
Atlanta	WAGA
Augusta	WRDW
Macon	WBML
Moultrie	WMGA
Idaho	
Nampa	KFXD
Wallace	KWAL
Illinois	
Aurora	WMRO
Chicago	WENR-WMAQ
Cicero	WHFC
Indiana	
Anderson	WHBU
Fort Wayne	WOWO-WGL
Indianapolis	WIBC
Terre Haute	WBOW
Iowa	
Des Moines	WHO
Dubuque	WKBB
Mason City	KGLO
Kansas	
Coffeyville	KGGF
Kansas City	KCKN
Lawrence	WREN
Salina	KSAL
Wichita	KANS
Kentucky	
Bowling Green	WLBJ
Louisville	WAVE
Owensboro	WOMI
Louisiana	
Monroe	KMLB
New Orleans	WSMB
Shreveport	KTBS
Maine	
Portland	WCSH
Maryland	
Cumberland	WTBO
Massachusetts	
Boston	WBZ
Boston	WBOS
Lawrence	WLAW
New Bedford	WNBH
Springfield	WBZA
Worcester	WORC
Michigan	
Bay City	WBCM
Detroit	WXYZ
Flint	WFDF
Kalamazoo	WKZO
Lansing	WJIM
Muskegon	WKBZ
Pontiac	WCAR
Minnesota	
Duluth	WEBC
Mankato	KYSM
Minn.-St. Paul	KSTP
Mississippi	
Jackson	WJDX
Missouri	
Columbia	KFRU
St. Joseph	KFEQ
St. Louis	KSD
Springfield	KGBX
Montana	
Billings	KGHL
Nebraska	
Omaha	WOW
Scotts Bluff	KGKY
Nevada	
Las Vegas	KENO
New Hampshire	
Laconia	WLNH
Manchester	WFEA
Portsmouth	WHEB
New Jersey	
Atlantic City	WBAB
Jersey City	WAAT
New Mexico	
Albuquerque	KOB
Carlsbad	KLAH
New York	
Buffalo	WBEN-WEBR
Freeport	WGBB
New York	WEAF-WJZ WMCA
Ogdensburg	WSLB
Olean	WHDL
Plattsburg	WMFF
Poughkeepsie	WKIP
Schenectady	WGY-WGEA
North Carolina	
Charlotte	WSOC
Hickory	WHKY
Raleigh	WPTF
Wilmington	WMFD
Winston-Salem	WSJS
North Dakota	
Fargo	WDAY
Ohio	
Akron	WAKR
Cincinnati	WCKY
Cleveland	WTAM
Columbus	WCOL
Dayton	WING
Lima	WLOK
Mansfield	WMAN
Marion	WMRN
Portsmouth	WPAY
Toledo	WSPD
Oklahoma	
Ardmore	KVSO
Oklahoma City	WKY
Okmulgee	KHBG
Oregon	
Bend	KBND
Medford	KMED
Portland	KEX-KGW
Pennsylvania	
Easton	WEST
Hazleton	WAZL
Johnstown	WJAC
Newcastle	WKST
Philadelphia	KYW
Pittsburgh	KDKA
Reading	WEEU
Scranton	WARM
Uniontown	WMBS
Rhode Island	
Providence	WPRO
South Carolina	
Charleston	WCSC
Columbia	WIS
Greenville	WFBC
South Dakota	
Aberdeen	KABR
Sioux Falls	KSOO
Tennessee	
Chattanooga	WAPO
Knoxville	WROL
Memphis	WMC
Texas	
Austin	KTBC
Beaumont	KFDM
Dallas-Fort Worth	WFAA KGKO
El Paso	KTSM
Houston	KPRC
San Antonio	WOAI
Sweetwater	KXOX
Utah	
Provo	KOVO
Salt Lake City	KDYL
Vermont	
Waterbury	WDEV
Virginia	
Danville	WBTM
Lynchburg	WLVA
Richmond	WMBG
Roanoke	WSLS
Suffolk	WLPM
Washington	
Seattle	KJR-KOMO
West Virginia	
Beckley	WJLS
Huntington	WSAZ
Wheeling	WWVA
Wisconsin	
Janesville	WCLO
Madison	WIBA
Milwaukee	WTMJ
U. S. Possessions	
Fairbanks, Alaska	KFAR
Honolulu, Hawaii	KGU
Manila, P. I.	KZEG-KZRM
Manila, P. I.	KZRH
Canada	
Calgary, Alberta	CFAC
Edmonton, Alberta	CJCA
Fort William, Ont.	CKPR
Fredericton, N. B.	CFNB
Halifax, N. S.	CHNS
Hamilton, Ont.	CKOC
Hull, Quebec	CKCH
Kelowna, B. C.	CKOV
Kirkland Lake, Ont.	CJKL
Lethbridge, Alberta	CJOC
London, Ont.	CFPL
Montreal, Quebec	CFCF
North Bay, Ont.	CFCH
Regina, Sask.	CKCK
Saskatoon, Sask.	CFQC
Sudbury, Ont.	CKSO
Sydney, N. S.	CJCB
Timmins, Ont.	CKGB
Toronto, Ont.	CFRB
Trail, B. C.	CJAT
Val d'Or, Quebec	CKVD
Vancouver, B. C.	CJOR
Winnipeg, Man.	CKY
St. John's, N. F.	VOCM
Foreign	
Bogota, Col.	HJCF
Caracas, Venez.	YV5RS
Colon, Pan.	HP5K-HP5O
Mexico City, Mex.	XEW
Guatemala City	TGW
Georgetown, Br. Guiana	VP3BG
Havana, Cuba	
Berne, Switz.	S.R.
Melbourne, Australia	3DB
Perth, Australia	6ML
Sydney, Australia	2CH
Amalgamated Wireless, Ltd. New Zealand	
Auckland	Christchurch
Dunedin	Wellington(2)
Capetown	So. Africa
Durban	So. Africa
Johannesburg	So. Africa

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Seven FM Grants Approved by FCC

Hearings Also Set for Shepard And Worcester Stations

APPROVAL of seven new FM stations, making a total of 25 authorized since the FM experimental restriction was raised preparatory to Jan. 1 commercial opening, was granted Dec. 5 by the FCC. Of the seven grants, five went to present operators of standard broadcast stations, including WDRC, Hartford, Conn.; WOR, Newark; WGN, Chicago; WWSW, Pittsburgh; WSM, Nashville. The remaining two grants went to NBC in Chicago, and Metropolitan Television Inc., New York.

At the same time the FCC designated for joint hearing applications of Yankee Network and the Worcester Telegram Publishing Co. (WTAG, Worcester, Mass.) to provide FM service to an identical widespread area from practically the same site near Worcester, on 44.3 and 43.1 mc., respectively.

FCC to Reconsider

DECISION to reconsider and set for hearing the Yankee Network and *Worcester Telegram* FM applications was reached after a discussion of possible "monopoly" in the New England area, because of the lack of additional desirable sites and of FM frequencies to accommodate the same sort of widespread service proposed. When the applications originally were granted, Commissioners Case and Craven advocated a hearing, emphasizing that all of the facts should be ascertained in advance. The FCC majority, however, voted favorably.

In its new action, the FCC unanimously decided that hearings should be held and a record made. Recognition was given John Shepard 3d, president of Yankee Network and prime mover of FM, for his pioneering work in this field and his willingness to expend large sums on experimentation, contributing in large measure to the FCC action in opening up FM for commercial operation, effective in January. Nevertheless, it was held that to avoid possible future complaint regarding purported monopoly, a record should be made at a formal hearing.

The Shepard station at Paxton and the WTAG FM outlet near Worcester would be designed to cover a substantial portion of New England, by virtue of advantageous locations atop mountain sites. They seek Class "D" assignments, providing for extensive coverage with high orders of power.

The Paxton application is for 44.3 megacycles, covering an area of 19,230 square miles, with 6,600,000 population. The Worcester application is for 43.1 megacycles, covering 20,437 square miles, with 6,600,000 population. In addition, Yankee Network is building a station at Mt. Washington, N. H., designed to cover the northern portion of New England.

Because of the furor over purported monopoly in the standard broadcast filed, Commissioners Craven and Case urged that the FCC appraise the FM situation before stations become entrenched in it, to avoid possible future complaint. Both were said to be sympathetic toward Mr. Shepard, particularly in the light of his pioneering work, and simply desired to have the record straight in advance.

The grant to WDRC Inc., second made for the Hartford area in a fortnight, is for 46.5 mc. with a coverage of 6,100 square miles and about 1,118,000 population [Broadcasting, Dec. 1]. The transmitter is to be located on the west peak of Meriden Mountain, near Meriden, Conn.

Some 12,000,000 persons are in the 8,500 square miles of the potential metropolitan service area of Metropolitan Television Inc. (owned by Bloomingdale's and Abraham & Straus) and Bamberger Broadcasting Service (WOR) in New York, holding construction permits for operation on 47.5 mc. and 47.1 mc., respectively. The Metropolitan transmitter is to be located atop the Hotel Pierre. The Bamberger station is located at 444 Madison Ave. WOR at present is operating its FM adjunct, W2XOR, on an experimental basis, with 1,000 watts power on 43.4 mc., and the Dec. 5 grant serves to remove the experimental status and clear the way for commercial operation.

In Chicago an estimated 4,500,000 persons are in the 10,800 square mile area scheduled for service under the NBC and WGN grants. NBC, operating from the Civic Opera House, will transmit on 46.3 mc. WGN's FM transmitter is to be atop a 485-foot downtown office building, and is to operate on 45.9 mc.

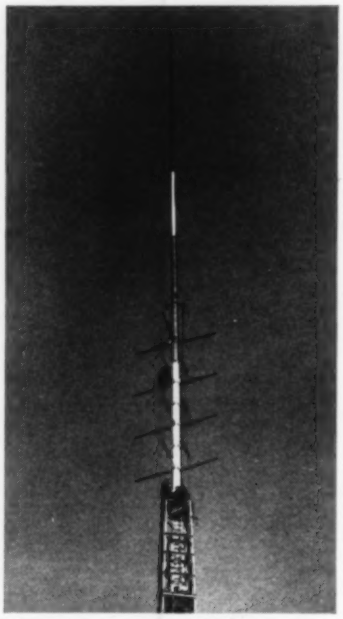
About 2,100,000 persons are included in the 8,400 square mile service area projected by Walker-Downing Radio Corp. (WWSW), which will operate from 341 Rising Main St., Pittsburgh, with frequency to be specified. National Life & Accident Insurance Co., Nashville (WSM), plans to serve an 819,000 population in an area of 16,000 square miles with its FM adjunct, operating on 44.7 mc.

WORK has already begun on the FM station of WGN, Chicago for which construction permit was issued Dec. 6 by the FCC, the first Chicago station to receive an FM authorization. The permit provides for 45.9 mc. Carl J. Meyers, chief engineer of WGN (above) has announced that the transmitter will be located on the 29th floor of Tribune Tower. The antennas will be mounted atop the flagpole on the Tower, about 15 feet below the flag. A new 90-foot flagpole will be constructed to serve the dual role. The antennas will be 575 feet above Michigan Ave. level, and 1,165 feet above mean sea level. Initial outlay for equipment is estimated at $85,000.

First FM Sponsor

FIRST commercial order placed on an FM station is claimed by WOR, Newark, whose sales manager, Eugene S. Thomas, announced Dec. 9 the signing of a contract for time signals through 1941 with Longine-Wittenauer Co., New York (watches). On Jan. 1 the commercial license of WOR's FM adjunct, W2XOR, becomes effective. The contract was signed at the W2XOR transmitter at 444 Madison Ave., New York, on Dec. 9. Present with Mr. Thomas were Theodore C. Streibert, WOR vice-president and general manager, and Fred Cartoun, sales vice-president of the watch company. The account was placed by Arthur S. Rosenburg Co., Longine agency. Robert I. Garver was the salesman. The amount involved was not announced.

WFAS, White Plains, N. Y., on Dec. 10 was granted increased hours of operation by the FCC on 1210 kc. with 250 watts. Now sharing time with WBRB, Red Bank, N. J., and WGBB, Freeport, N. Y., it was authorized to share only with the Red Bank station and operate simultaneously with it.



TO THE MOON, at least almost, shoots the antenna tower of WSM, Nashville, with the recent addition of a four-element turnstile array for the station's FM operations. The tower, 878 feet high, is claimed as America's tallest. The setup embodies several unusual features: Each of the four sets of elements is screwed into a clamping ring fastened to the cap pole topping the tower; each element is made up of a folded dipole rather than a straight half-wave element; several types of line are used in feeding the antenna, a three-inch coaxial cable carrying power from the transmitter to the tower base, thence to a two-wire line supported in the center of the tower, and finally terminating through a length of coaxial line starting 20 feet below the base of the FM antenna. The picture, shot with a telescopic lens from a quarter-mile away, shows steelworkers at work with WSM Chief Engineer Jack DeWitt perched alongside directing operations. WSM holds an FM grant for operation with 20 kw. on 44.7 kc., covering 16,000 square miles.

System of Calls For FM Devised

Designations to Show Both Frequency and Location

A DISTINCTIVE call letter system for frequency-modulated broadcast stations was adopted Dec. 6 by the FCC, permitting identification of frequency and geographical location. The plan is a modification of one suggested to the FCC some weeks ago.

Under this mnemonic scheme, the calls will start with K or W, depending on whether the station is in the East (W) or West (K). Following this letter will come figures ranging from 42 to 50 which specify the frequency, and a final letter or letters symbolic of the city in which the station is located. Such a method is expected to prove popular both with listeners and the industry, says the FCC.

A typical call letter would be W41B. The W indicates that the station is located in the East; the 41 is derived from the second and third digits of the kilocycle assignment (all FM assignments range from 42,000 to 50,000 kc, using odd hundreds) and therefore indicates an assignment of 44,100 kc.; and the B indicates Boston. Stations in New York will end with NY, and so on throughout the country.

E for Education

The new call-letter system for FM follows a suggestion offered to the FCC by FM Broadcasters Inc. [Broadcasting, Nov. 15, Dec. 1]. The original plan, under which call letters would have consisted of two letters and two digits, was offered by the FCC engineering department. It included a dash between letters and digits.

The letter E will be used to designate educational broadcasting stations employing FM on the five channels between 42,000 and 43,000 kc.

Under international agreement the United States is assigned three call letters,N, K and W, with N reserved for the Navy and Coast Guard.

This new FM call system conforms to treaty requirements and will not disturb the approximately 15,000 remaining four-letter call combinations, now being assigned to older services at the rate of 40 or 50 a week, says the FCC.

Opera On FM

W2XOY, new General Electric FM station at Schenectady, on Dec. 7 broadcast the first of the series of Saturday afternoon Metropolitan Opera programs it will carry during the coming season. The opera concerts also are carried on NBC-Blue, and are broadcast on GE's international shortwave station, WGEO.

Manhattan's New Soap

MANHATTAN SOAP Co., New York, manufacturer of Sweetheart soap, has announced the introduction of a new toilet soap, Garden Bouquet. While radio plans are still undecided by the agency handling the account, they are expected to be pronounced shortly. Franklin Bruck Adv. Corp., New York, is the agency.

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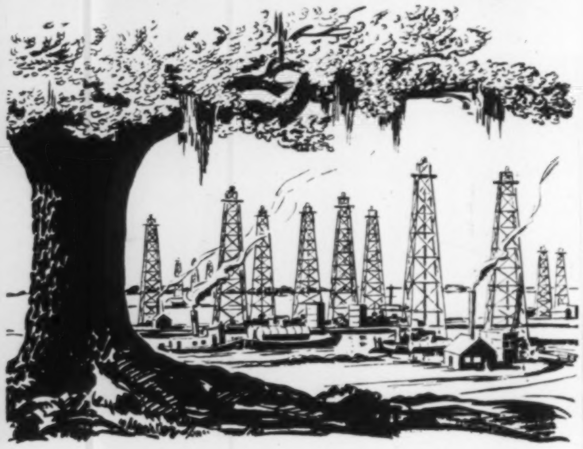
When you think of

NEW ORLEANS

you think of:

America's new oil empire



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Congress and FCC

(*Continued from page 19*)

when Mr. Caldwell charged IRNA Chairman Rosenbaum with conflicting testimony regarding network affiliate contracts. This promptly brought rebuttal from Mr. Rosenbaum, in which he disclosed, among other things, that Fred Weber, general manager of MBS, sought to have him discard the contract of WFIL, Philadelphia, with the Blue and sign exclusively with MBS, threatening to pull MBS off the station unless this was done. Then came a denial from Mr. Caldwell on Mr. Weber's behalf.

Messrs. Hennessey, Segal, Rosenbaum and Judge John J. Burns of CBS attacked the whole broad premise of FCC jurisdiction over business aspects of broadcasting, as proposed in suggested regulations of the FCC, released Nov. 28 [BROADCASTING, Dec. 1] to focus attention on the issue. Aside from MBS, representatives of transcription companies and of artists' booking agents supported the jurisdictional philosophy of Assistant General Counsel Rauh.

May Go to Court

It was clear that should the FCC issue a final report preparatory to Congressional action, seeking to interpose regulation of network-affiliate contracts all down the line, the networks will take recourse to the courts. It also appeared abundantly evident that both NBC and CBS, along with a majority of the affiliates, would join in thwarting any such attempt, on the ground that the very economic salvation of the industry would be involved, with rate regulation an inevitable result.

Unlike past situations, where there always has been a disposition to compromise there appeared to be no willingness to submit to regulation of the degree suggested by the Network Monopoly Committee, or in the alternative suggested regulations of Nov. 28.

On the other hand, if the FCC decides to confine its regulatory scope to such matters as dual network program service and the transcription and talent end, there probably would not be a full scale legal offensive by the industry. It is conceivable, for example, that the FCC might decree that the license of WJZ, key station of the Blue network, be not renewed because of failure to serve "public interest, convenience and necessity".

That would be a maneuver in the direction of knocking out dual network operation and it would be NBC's burden, possibly alone, to defend itself. On the other hand, if the attack should be on exclusive contracts, option time, and other avenues of attack of the Network Monopoly Committee, it probably would yield what amounts to a united front, save for MBS.

That IRNA does not propose to recede from its position of unqualified opposition to the FCC Committee Report was made clear at a meeting of that group's executive committee in New York Dec. 4. After Mark Ethridge, vice-president and general manager of WHAS, Louisville, and Mr. Rosenbaum had reported fully on the briefs and arguments presented on behalf of IRNA before the FCC, the Committee unanimously approved and endorsed the brief and the arguments presented by Messrs. Segal and Rosenbaum. Previously, Mr. Ethridge had sent to Chairman Fly a stinging criticism of the FCC procedure on the telegraphic referendum of the Network Monopoly Committee, characterizing it as "intimidation" and a "form of tyranny". A copy of the letter had been sent to President Roosevelt. The whole incident is believed to have resulted in the benign attitude of FCC members during the oral arguments.

Present at the IRNA board meeting in New York were Messrs. Rosenbaum and Ethridge; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; Don S. Elias, WWNC, Asheville, N. C.; I. R. Lounsberry, WGR-WKBW, Buffalo; George W. Norton Jr., WAVE, Louisville, and Martin R. Campbell, WFAA, Dallas.

Porter Quits FCC

GEORGE B. PORTER, former assistant general counsel of the FCC, retained last Nov. 4 as special counsel for the Network Monopoly Investigation, ended his services Dec. 7 to re-enter private practice of radio law in Washington. Mr. Porter had been retained last month on a per diem basis to assist the FCC in handling the final phases of its inquiry, including preparations for the Dec. 2-3 oral arguments. With that task completed, he left the FCC Dec. 7.

CBC NET FOR YEAR TOTALS $253,990

CANADIAN BROADCASTING Corp. in its annual report for the fiscal year ended March 31, 1940, announced late in Nov. at Ottawa income of $3,752,061 and expenditures of $3,498,071, leaving a net operating surplus of $253,990. Annual listener license fees provided $2,906,605; commercial network broadcasting accounted for $700,867; commercial subsidiary hookups in which CBC-owned stations do not participate, but which are placed through the CBC, amounted to $72,653; miscellaneous income was $24,485; and for the Royal Visit last year there was a government grant of $47,449.

Expenditures were listed as: Programs, $1,150,658; stations participating in networks, $685,308; engineering operations, $610,482; administration, $162,939; commercial department, $108,119; press and information, $63,539; interest on loans $23,837; depreciation, $316,274.

During the year CBC presented 29,889 different broadcasts which occupied a period of 10,473 broadcasting hours, or an average of more than 28½ hours of broadcasting a day.

Sponsors Barred On CBC Reports

New Service to Start Jan. 1; Credits Allowed on Others

CANADIAN Broadcasting Corp. has completed arrangements to put into operation its own news service Jan. 1, 1941, for use with its national network of nine CBC-owned and managed stations and 25 privately-owned stations. The service is now undergoing a test following a meeting at Toronto, headquarters of the service, of the bureau chiefs early in December.

The service will use Canadian Press and British United Press news supplied free by these services. The CBC news will not carry credit lines and cannot be sponsored. Private stations may buy BUP and Transradio for sponsorship, in addition to the CBC news which goes on the air at specified times.

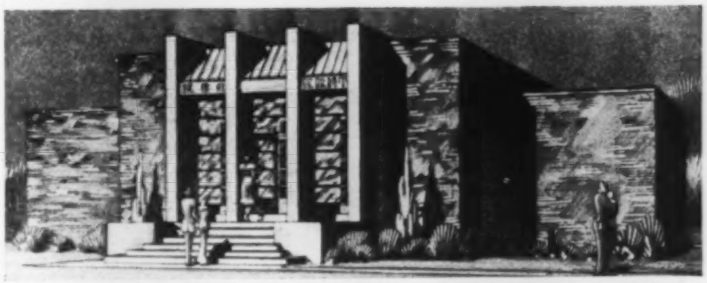
Bureaus Organized

CBS news bureaus have been established at Halifax, Montreal, Toronto, Winnipeg and Vancouver. The central news office is in Toronto, and will provide a certain number of bulletins to the National Network, including the national news summary at 11 p.m. (ESDT), as well as bulletins on Sundays and holidays. The Montreal bureau is staffed with French as well as English editors in order to serve the French network.

D. C. McArthur, formerly Ontario regional representative of the CBC press and information service has been appointed chief editor of the CBC news service. A. E. Powley, formerly telegraph editor of the *Toronto Telegram*, heads the Toronto bureau. The Vancouver bureau chief is J. N. Crandall, formerly news editor of BUP at Montreal. The Winnipeg's bureau is headed by William Metcalfe of the *Winnipeg Free Press*, a U of Wisconsin graduate. Ian M. Sclanders, formerly Parliamentary Press Gallery reporter for the *Ottawa Journal*, heads the Halifax bureau. Marcel Ouimet, of the CBC Montreal announcing staff and formerly of the *Ottawa Le Droit*, is French news editor at Montreal, with Don Brown formerly with the Paris edition of the *New York Herald* as English news editor at Montreal.

* * *

Further changes in sponsored newscast regulations on Canadian stations [BROADCASTING, Dec. 1] allow for one spot announcement before and after each newscast, but such spot announcements may in no way be associated with the sponsorship of such news bulletins. Thus, while one sponsor with an institutional announcement before and after the newscast brings the news to listeners, another advertiser is to be allowed the spot before and after the news under the new regulations. No advertising is permitted in the body of the news.



GROUND has been broken for the $65,000 transmitter building of KRNT, Des Moines. Entirely fireproof, the building will be one story 62x45 feet, with half basement. An observation platform will accomodate visitors in the central transmitter room, with wings housing emergency studios and work rooms. Four monolithic concrete pylons at the entrance give a modernistic touch, in line with the architectural motif.

MORE than 100 stations will carry a series of monthly broadcasts aimed to teach the average citizen how to *Speak Up for Democracy*. The program will be heard on the 11th day of each month and will be the feature of a patriotic educational campaign sponsored by the Veterans of the Foreign Wars.

Five Canadian Stations Get British UP Service

BRITISH UNITED PRESS has announced that five more Canadian stations have signed for service, bringing to 18 the number of BUP Canadian radio clients. Additions are CKCL, Toronto, which began service Nov. 22; CHML and CKOC, Hamilton, Ont., Dec. 1; CFNB, Fredericton, N.B., will change Jan. 1; CJRC, Winnipeg, will switch but no date has been set.

Webb Artz, United Press radio editor, was in Montreal and Toronto early this month helping the Canadian Broadcasting Corp. set up its new department, which will supply national coverage stations with unsponsored news based on the reports of Canadian Press Assn. and BUP. The new service will begin Jan. 1. At a Montreal luncheon in his honor Artz met a number of Canadian advertisers using radio and at Toronto he met with station managers, representatives and agency radio executives.

Fewer Licenses in Canada

THERE were 1,275,806 licensed radio receivers in Canada on Oct. 31, 1940, according to figures released by the Radio Branch, Department of Transport, Ottawa. This compares with 1,345,157 at the end of the fiscal year, March 31, 1940. Last year all radio receivers in a home had to be licensed while this year one license covers all receivers. Ontario by latest figures, has the most licenses, 488,257. Quebec is second with 320,894; British Columbia, 111,402; Saskatchewan, 90,681; Alberta 90,206; Manitoba, 81,567; Nova Scotia 53,595; New Brunswick, 33,877; Prince Edward Island, 5,146.

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50,000 WATTS
CBS

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CBS

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Radio's New Main St.

CURRENT disquieting events that plague radio, such as the regulatory threats of the bureaucrats and the war over music, not to mention Europe's war, are not deterring the broadcasting industry from its steady march toward stability as a public service medium. The overall program level is at its all-time peak, and public acceptance never was greater. Business is good and the composite client is happy, getting more return from his radio dollar than he procures from any other advetising medium.

There are marked trends in program development in this down-to-earth trek of radio. Just as radio has made music, ASCAP to the contrary notwithstanding, it is building up more and more personalities in demand for public appearances. That goes particularly for the movies. Now there is a mild revival of vaudeville, with radio as the base.

Which points up a new evolution in show business and in advertising. Radio studios now can be found in penthouses, in hotels, in newspaper plants and in almost every conceivable kind of structure. Many stations, notably in the last few years, have erected their own buildings, designed for broadcasting from cellar to roof. The next step, probably will be the radio theatre—a concert hall ground floor main studio. And it will come by popular demand.

Many radio acts are now on the road. They are the headline boxoffice attractions. Why shouldn't these shows be picked up from the affiliated station's own theatre studio? And why shouldn't the radio sponsors profit from the performances before these local audiences? The *WLS Barn Dance* history, and that of the *Grand Ole Opry* of WSM, and the *WLW Boone County Jamboree* prove the ends to which the rural audience will go to see their favorite radio personalities. They willingly pay at the gate, and boxoffice records constantly are broken by the magic of the radio buildup.

Thus we feel that the radio station of the not-too-distant future will have a marquee out front, and a theatre-type studio on the ground floor. Television, bound eventually to make its commercial debut, is destined to spur that trend. Far-sighted broadcasters already have detected it and are planning new construction accordingly.

Every future Main Street may eventually have as many radio theatres as it has picture houses. Why not?

Let's Ask Congress

IT'S HIGH TIME for a little plain talk about the radio regulatory outlook. Never before have there been so many cross-currents. And never before has the danger been greater to the broadcasting industry.

On just about every basic issue the FCC is divided. The radical, anti-commercial radio element today appears to be in the driver's seat. There is confusion about jurisdiction and about the intent of Congress as to this or that "reform".

We are not referring only to the network-monopoly onslaught of the FCC's present majority, though that development threatens seriously to undermine the existing structure. We have in mind also the project to break down clear channels even before the North American reallocation is an accomplished fact, and under rather dubious legal procedure. We also are conscious of another subsurface effort to scuttle the Havana Treaty allocation itself by default. There are innumerable signs that within the FCC resides a rapidly developing complex to crack those who have been successful in broadcasting as a business venture.

The situation is all the more serious because of the national emergency. In the helter-skelter pace to prepare for defense, the normal surveillance of administrative bodies by the Executive Branch and by Congress is lacking. Many acts ordinarily caught are lost sight of or permitted to drift. And because the FCC, to some extent, is clothed with a national defense function, it probably will seek to justify certain of the actions of its majority because of the tempo of the times.

Again we will be accused of looking under beds—a pet device of those in office seeking to deflect suspicion. But we see, for example, in the 1942 budgetary demands of the FCC more reason for concern. The current fiscal year, an abnormal one due to heavy purchase of monitoring and other equipment for national defense purposes, required an appropriation of something less than $4,000,000 for the FCC. For the 1942 fiscal year, which begins next June, the FCC seeks an increase of some $300,000—most of it for national defense purposes and for staff additions. More engineers, lawyers and accountants are sought. The more personnel, the greater the inclination toward new fields of regulation.

All these things have happened—all this digging in for more and more stringent regulation—without a reappraisal by Congress of the statute and of the FCC's functioning. Actually, the present law has not been changed in any of its substantive provisions since 1927. The leadership, philosophy and outlook on the FCC have shifted several times since its creation. Today the breach over basic considerations that strike at the very lifeblood of radio is wider than ever.

By deciding nearly every important issue through split votes, the FCC confesses it is confused. The rulings are based on legislative guesswork, on surmise as to what Congress intended in this instance or that.

The only way to ascertain what Congress meant is to ask Congress. A new session is coming up next month. It is clear that Senator Wallace White, one of the writers of that original Radio Act of 1927, intends to introduce new legislation to redefine the law.

In Congress there is the willingness to lead the FCC out of the wilderness. The Commission's majority would like to forestall an investigation for obvious reasons. The industry unwittingly has subscribed to that view, and by so doing is up to its neck in trouble.

It's somewhat too late to battle with briefs and other legislative ammunition. It is high time for legislative action for the preservation of radio as a public service. Broadcasting never before has been held in higher esteem by the public and the nation's lawmakers. There is nothing to prevent every broadcaster from discussing with his Senator and his Congressman the bureaucratic and hamstringing trends at the FCC, which bid fair to regulate the existing broadcasting structure into a state of innocuity, if not out of existence.

Again, Mr. President:

SEVERAL high-geared undercover campaigns are going forward for the Thad Brown vacancy on the FCC. No one can speak with authority now about the President's plans regarding that much-maligned agency, and there is some speculation about a new deal in personnel and a possible complete makeover of the FCC. The odds, however, are in favor of naming a successor to the Ohio Republican when the new Congress convenes in January.

Without going into the merits of reorganization, we cannot refrain from another plea for an appointment based on qualifications, not politics. There are at least two candidates being espoused whose backgrounds are entirely in the public utility-common carrier fields. The FCC already has a bumper crop of them, whose minds run only in a rate-regulation, limitation-of-profits groove. There is another campaign, the most potent afoot, for a distinguished educator, on the ground that the "educational viewpoint" should be projected in broadcast regulation. Even the educators will admit they have been treated more than fairly. We say no special interest or group—industry, education, religion or whatnot—has a right to expect an appointment.

The President should name a figure of unimpeachable integrity and proved industriousness, preferably one having a knowledge of radio and of communications, to the vacancy. We would like most to see a merit promotion from the FCC ranks, and we could name a half-dozen eligibles. If that isn't expedient, a practical broadcaster or businessman, an outstanding lawyer, or a qualified engineer should be named. The politicians howl about politics in radio regulation. They can best help out by keeping politics off the FCC.

XUM

We Pay Our Respects To —

EDWARD FRANCIS McGRADY

WHEN a mimeographed War Department press release announced the other day that Edward F. McGrady had been named a special labor adviser to Secretary of War Stimson, it came as no surprise to the multitude of people all over the United States who know him as "Ed."

It was one of those things that Ed McGrady should be called to aid the Government in solving the labor kinks that are bound to arise from the national defense program. For this tall, erect man, with the sparse black hair and the keen brown eyes, who looks 15 years younger than his 68 years, holds an enviable position. He has the confidence of labor and is held in such high esteem by industry that he is a vice-president and director in charge of labor relations of the Radio Corporation of America.

And it is in that latter position that Mr. McGrady has come to be known throughout the radio industry. Three years ago when RCA was having labor troubles in its various subsidiaries, McGrady was hired by President David Sarnoff to serve as labor adviser and liaison.

During that time there have been no labor disputes among RCA's 24,000 employees that have not been settled amicably over the table. This former pressman has a formula in labor relations. It can be summed up this way: One, force never settles any labor issue; two, if labor leaders and employers must call names, let them call each other by their first names; third, both sides must consider themselves partners in a joint enterprise whose success depends upon mutual effort.

Mr. Sarnoff says that one of the most constructive things he has ever done was to hire Mr. McGrady. And Mr. McGrady thinks highly of his boss. "I've met leaders in every walk of life", he said, "but I have never met a man more socially conscious, more fair or just than David Sarnoff. Because of that my job is easy. He sets the pattern for RCA and the subsidiaries follow suit".

"No industry in the world," says Mr. McGrady speaking of radio, "pays better wages or has better working conditions than radio. Nor has any industry contributed more or cooperated more in national defense than radio."

In describing his job with RCA, Mr. McGrady says he follows the practice of keeping in the background. "Labor and management", he says, "must get together. They work together. It's to their common interest to know each other and know what they want. I never enter the discussion unless it reaches a stalemate."

In his new job Mr. McGrady will work directly under Secretary of War Stimson. However, he will devote part of his time to RCA, probably working early in the morning in his big, modern office in the RCA-NBC building in Washington and then transferring activities to another office in the War Department.

Ed McGrady was born in Jersey City, attending public schools there and later in Boston. After leaving school he became a pressman and soon after his 21st birthday was elected to the Boston Common Council. He served two terms in the Council and then went to the Massachusetts Legislature for a term. It was about this period he was elected to his first union office —president of a web pressmen's local in Boston. While holding this office he met the late Samuel Gompers, then president of the American Federation of Labor, who was favorably impressed by the work of the young Bostonian. Gompers named McGrady to the post of legislative representative of the AFL in Washington. In this position he travelled all over the United States in connection with labor legislation and thus built up his long list of friends. Naturally, he worked closely with members of Congress and the Government while in Washington.

In 1932 he, in company with another prominent labor leader, Daniel Tobin of the International Brotherhood of Teamsters, Chauffeurs & Helpers, lined up the support of organized labor for Presi-

(*Continued on page 75*)

Personal NOTES

STERLING FISHER, CBS director of education and talks, will be in charge of CBS activities at the Pan-American Educational Conference in Havana Dec. 26-28. A *School of the Air of the Americas* program will be broadcast in Spanish from Havana, in addition to the regular CBS *People's Platform* with Lyman Bryson, who will have as his guests well known Cuban and American educators including Dr. Armando Mencia, Director of the Inter-American Radio Office in Havana. Edmund Chester, CBS Director of Latin American relations, will also be present at the conference.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, has been elected to alumnus membership of Phi Beta Kappa 30 years after graduation from college. The Pennsylvania chapter of PBK elected him to membership at its November meeting.

SAM M. KERNER, sales manager of Edward Sloman Productions, Hollywood transcription production unit, left the West Coast Dec. 6 on a six weeks business trip and will be headquartered in Chicago.

S. NILES GATES, sales manager of C. P. MacGregor Co., Hollywood transcription concern, and Beth Linthicum, of Beverly Hills, Cal., were married in the latter city Nov. 23.

PHILIP G. LASKY, general manager of KROW, Oakland, Cal., has been elected to the board of directors of the Oakland Advertising Club.

WARD INGRIM, sales manager of KFRC, San Francisco, and Mary Elizabeth Torrey, formerly of Everett, Wash., were married recently in Burlingame, Cal.

HOWARD MARTINEAU, formerly of KLS, Oakland, Cal., has joined KHUB, Watsonville, Cal., as account executive in charge of local sales.

FRANK JAFFE has been named promotion manager of WIOD, Miami. He was formerly promotion manager of KMA, Shenandoah, Ia., and has been associated with the promotion department of the *Des Moines Register & Tribune*.

GORDON V. NORRIS has been named account executive of WEEI, Boston. He replaces Maurice Tompkins who leaves for an Army training camp Jan. 1.

HORACE N. STOVIN, radio station representative at Toronto, is recovering from a tonsillectomy. Taking his place is Tony Messner of the Winnipeg office and commercial manager of CKY, Winnipeg.

FRANCIS P. MURPHY, Governor of New Hampshire, who heads the company which recently acquired a construction permit for the new WMUR, Manchester, N. H., has been appointed by Donald M. Nelson, coordinator of national defense purchases, as special advisor on the purchase of shoes.

JAMES D. SHOUSE, vice-president of Crosley Corp. in charge of broadcasting recently returned to Cincinnati from a duck-hunting expedition to Stuttgart, Ark., with Charles Robertson Jr., of the Ralph H. Jones Agency, and Neil Otterbein, Cincinnati business man.

EDWARD GOLDSMITH, of the sales staff of KMOX, St. Louis, Judd Green, head of the sound effects department, and Wesley Farrell, studio supervisor, will leave Dec. 23 with the 138th Infantry Missouri National Guard for a year's training at Camp Robinson, Ark.

JACK HOWARD, president of Scripps-Howard Radio, and Mrs. Howard are the parents of a 6 lb., 14 oz. baby daughter, Pamela, born Dec. 9.

LOREN WATSON, manager of International Radio Sales, representative firm, on Nov. 5 broke his leg when he slipped on an icy walk. He is confined to the Lawrence Hospital, Bronxville, N. Y.

GLENN W. PAYNE, commercial engineer of NBC in New York has been appointed budget officer of the network, according to Mark Woods, NBC vice-president and treasurer.

C. T. LUCY, general manager of WRVA, Richmond, Va. will act as sponsor of the radio exhibit at the first annual Merit Badge Exposition of the Richmond area Boy Scouts Council. The event will be broadcast by the station.

NORMAN WHITTAKER has been appointed sales manager of WICC, Bridgeport. He succeeds Fred Rowe, who, until his sudden death recently had been sales manager of the station since it opened.

B. A. McDONALD, a member of the sales staff, has been named sales manager of KYW, Philadelphia. He succeeds Griffith I. Thompson, who last July became general sales manager of Westinghouse radio stations. Thompson continued to hold the KYW post until McDonald was named to succeed him.

CHARLES MORIN, San Francisco sales manager of CBS, dislocated several vertebrae when he stumbled and fell while duck hunting recently. He was incapacitated for several weeks.

LINDSAY SPIGHT, Pacific Coast manager of John Blair & Co., station representatives, left San Francisco recently for a three-week business trip in the East.

WENDELL G. OSBORN of the sales staff of WWJ, Detroit, and a lieutenant in the U. S. Naval Reserve, has started active service aboard the *Dubuque* at the Boston Navy Yard.

J. A. MURPHY, manager of KIT, Yakima, Wash., and KMO, Tacoma, has been elected president of the Yakima Kiwanis Club.

TOM HAMILTON, WOR salesman, is the father of a 7½ pound boy, John Caverley, born late in November.

GORDON OWEN, account executive of CBS, San Francisco, was hospitalized early in December as result of a facial infection.

DOUGLAS HOUGHTON has joined the Toronto office of Joseph Hershey McGillvra. He was formerly with the MacLean Publishing Co. at Montreal.

Joel H. Bixby

JOEL H. BIXBY, who with his mother Clara M. Bixby owned control of KBIX, Muskogee, Okla., died Dec. 1 of a heart ailment at his home in Springfield, Mo., where he was editor and general manager of Springfield Newspapers Inc., publishing the *Springfield News* and *Leader & Press*. Mr. Bixby, 52, also was 5% stockholder in KWTO-KGBX, Springfield. He died just eight months after his brother, Edson K. Bixby, who held 20% of the stock in the Springfield stations. Joel Bixby moved to Springfield last May after managing the *Muskogee* (Okla.) *Phoenix & Times-Democrat*, which his brother, Tams Jr., took over.

Myles F. Lasker

MYLES F. LASKER, 47, a former public relations counsel, died recently at his home in New York. He had been associated with the Esquire syndicate and at one time was radio representative for Mrs. Eleanor Roosevelt, the wife of the President.

BEHIND the MIKE

DON BRICE and Marvin Cade have been added to the announcing staff of WKBN, Youngstown. Brice comes from KSAL, Salina, Kan., and Cade from WCHS, Charleston, W. Va. Ruth Boldt has been added to the bookkeeping department while Dwight Merriam has been named musical director in addition to announcing.

ED FITZGERALD, columnist of the air on WOR, Newark, has been named recipient of a decoration from the Far Eastern Republic of Lebanon "in grateful acknowledgment of his services as a roving reporter covering the 1939 and 1940 New York World's Fairs," at which Lebanon had an exhibit.

HARRIET GRAY of the program department of WOR, Newark, has announced her marriage Nov. 8 to James J. Regan.

HELENE BURTON, formerly of the advertising department of *Cue* Magazine and previously in the radio department of Benton & Bowles, New York, has joined the press department of WOR, Newark, replacing Catherine Cunningham, who has joined WIP, Philadelphia, as secretary to Benedict Gimbel Jr., general manager.

FRANK McGIVERN, sports announcer of WJBC, Bloomington, Ill., on Jan. 11 will marry Genevieve Anderson, secretary to Carl Meyers, chief engineer of WGN, Chicago.

BILL RATTIGAN, continuity writer of KOA, Denver, is the father of a seven pound baby girl who has been named Melody Dee.

Johnstone Named

G. W. (Johnny) **JOHNSTONE**, director of radio for the Democratic National Committee, has been placed in charge of radio for the third inauguration of President Roosevelt. The appointment was made by Joseph Davies, former assistant to the Secretary of State, who is in general charge of arrangements. Johnstone, who is also handling radio for the committee in charge of the President's birthday celebration, was in Washington last week going over preliminary details. Earl Godwin, NBC Washington commentator, has been named to the committee arranging details for the celebration.

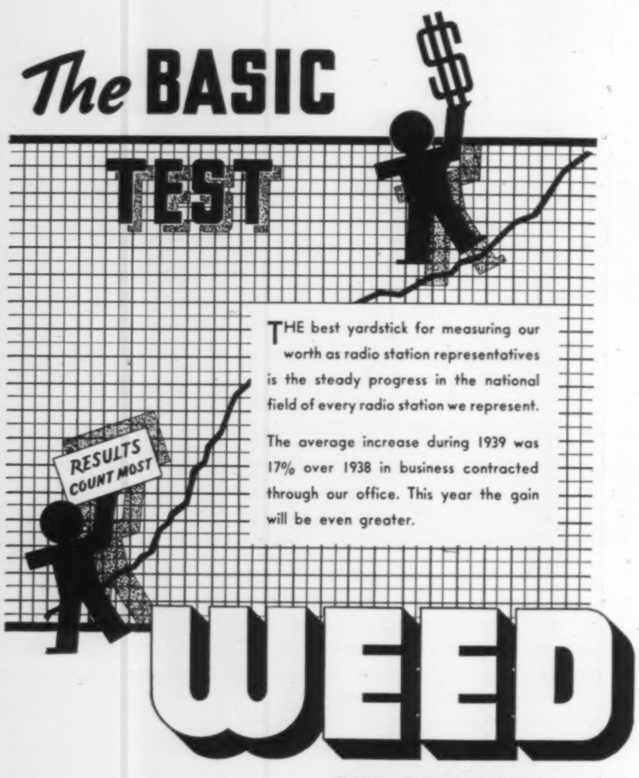
CARL E. WIENINGER, for more than three years director of musical programs for NBC networks from Chicago, later musical director of KOA, Denver, has been added to the KPO-KGO staff in San Francisco. He is in charge of the *Thesaurus* and record department.

SAMUEL BICKNELL, of the sales promotion department of WOR, Newark, on Nov. 30 married Mary Elton Roberts of Baltimore in New York.

MARVIN MUELLER, announcer of WGN, Chicago, collaborated in writing a song "Mum's the Word," which was purchased recently by BMI.

JOHN B. HUGHES, KFRC newscaster, is playing a role in the Warner Brothers movie, "Meet John Doe." He originated his Don Lee newscasts from KHJ during his picture work.

ADRIAN GENDOT, radio writer, formerly with KYA, San Francisco, is now writing material for Jack Kirkwood, comedian on the *KFRC Breakfast Club* program.



THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1939 was 17% over 1938 in business contracted through our office. This year the gain will be even greater.

WEED AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO
RADIO STATION REPRESENTATIVES

CARL HANSEN, formerly with KGW, Portland, Ore., and other Pacific Northwest stations, on Dec. 1 became newscaster and editor of KJBS-KQW, San Francisco, succeeding Jim O'Neil, resigned.

JANET KISTEMANN, formerly in the sales department of KYA, San Francisco, on Dec. 1 became traffic manager, succeeding Frances Pike, resigned.

DICK BRAY, sports announcer of WLW-WSAI, Cincinnati, and well known as a football referee, on Nov. 30 married Patricia Sharkey.

MISCHA KOTTLER, musical director of WWJ, Detroit, late in November was piano soloist with the Detroit Symphony Orchestra at one of its regular concerts in Detroit.

MARY JANE DOEBLER, vocalist of WMBD, Peoria, Ill., on Dec. 6 appeared as guest artist on the CBS *Al Pearce & His Gang*, winning an all-expense trip to Hollywood and $100.

WARREN McCLOY, of the continuity department of KOMO-KJR, Seattle, recently married Ruth Glascott, KOMO woman commentator sponsored for the last and coming year by Fisher Flour Mills Co., Seattle.

BILL PHARR, announcer at the New York World's Fair for the past two years, has joined the announcing staff of KRBA, Lufkin, Tex., replacing Ralph Widman, who has resigned to join the Army Air Corps.

HARRY W. PASCOE, formerly continuity director of WWNC, Asheville, N. C., and WMCA, New York, has been appoitned director of continuity of WINS, New York, and the New York Broadcasting System. Also joining WINS recently is Al Charles, formerly salesman of WARM, Scranton, Pa., now a member of the WINS sales staff.

JOSEPH AINLEY, producer of WBBM-CBS, Chicago, has returned to his desk following a siege of pneumonia.

JOHN HARRINGTON, WBBM-CBS sports announcer, Chicago, for the second consecutive year has been chosen narrator for the 1940-41 American League annual baseball film. Ted Husing, CBS sports announcer, and Harrington are to only two men to ever do this film narration.

WILLIAM JOLESCH, continuity and publicity editor of KROD, El Paso, Tex., has been named traffic director in addition to his other duties. D. K. Gabbert has joined the KROD continuity staff.

MEL VENTER, of the production staff of KFRC, San Francisco, and formerly with KFBK, Sacramento, has been promoted to KFRC production manager.

JIM MOORE, announcer of KRE, Berkeley, Cal., is recovering from an infected throat, suffered early in December.

EDDIE BAKER, of the musician's staff of WHOM, Jersey City, has been appointed musical director and organist for the *Famous Fathers* transcribed series of quarter-hour programs, produced by Kermit-Raymond Corp., New York, and presented on 39 stations.

B. S. BERCOVICI, news commentator who recently joined WSAY, Rochester, N. Y., on Dec. 9 started a series of five times weekly news commentaries on MBS, broadcasting from WSAY.

LOIS LORRAINE, formerly of the CBS publicity department in New York and previously a reporter and newspaper feature writer, has joined Voices Inc., New York, as an account executive.

DON FISCHER, with WTAD, Quincy, Ill., for the last 2½ years as assistant manager and program director, joined NBC in Washington Sept. 1 as announcer.

Meet the LADIES

MARION KAROL

MILLIONS of words pass under the surveillance of Marion Karol yearly, because it's her job as CBS Hollywood commercial continuity editor to read script of all shows that originate from the network studios in that city. That means spot announcements, too. Miss Karol has the final say on the acceptability of every line of copy that CBS and agency writers produce. That's why her office is referred to as the Script Laundry or Idiot's Delete. She peruses all script to see if the canons of good taste, the policies of CBS and the code of NAB are followed. In addition she supervises the recapitulation of the KNX, Hollywood, program structure in which all sustaining and commercial shows are listed and broken down according to type. And after all this, like the proverbial postman, one of Miss Karol's favorite pastimes is reading.

JUD LA HAYE, New Haven supervisor of WICC, Bridgeport, and Bill Farley, assistant, will start production on the winter "Listener's Theater," Yale School of Drama presentations, to start Dec. 16, 9 p.m., over MBS.

DAVE CROCKETT, announcer, KOMO-KJR, Seattle, is back at the microphone after a two-month leave of absence in California.

HARWOOD HULL, farm director of WAPI, Birmingham, on Nov. 30 married Josephine Campbell in San Juan, P. R.

TOM SLATER, announcer of WOR, Newark, has been selected as m.c. and producer of the series of Sunday half-hour programs *This is Fort Dix*, which started Dec. 15 on WOR. Purpose of the series, originating in the Hostess House at Fort Dix, N. J., is to give listeners a picture of life in the training camp as well as entertainment by the recruits themselves.

LOIS ENGLEHARDT, secretary to Luther Hill, vice-president and general manager of Iowa Broadcasting Co., on Nov. 28 was married to Robert Jory. Dick Teela, who joined the CBS production department Dec. 2, was given a farewell party by the staff of KSO-KRNT, Des Moines, before leaving the stations.

GEORGE BARBER, formerly of WJHL, Johnson City, Tenn., has joined WIBR, new Knoxville station, as production manager.

CHUCK FOSTER, newscaster of KIT, Yakima, Wash., recently married Betty Secrest.

JOE WEST has been placed in charge of the reception and mail departments at KPO-KGO, San Francisco, replacing Stan Smith, resigned. Harry Mayhorn was transferred from reception department to the continuity department. Bob Gray and Bill Emery shifted from mail to reception department. Jack Ulrich moved into the mail department.

THOMSON BARTLETT, announcer of WBBM, Chicago, appeared in two skits, one of which he wrote, in the annual Junior League Follies at the Pabst Theatre, Milwaukee, Dec. 13-14. Bartlett's father was one of the leading men in the first Milwaukee Junior League Follies 21 years ago.

FRAN BOOTON, announcer of WDZ, Tuscola, Ill., on Dec. 1 was married to Arletta Lashbrook of the WDZ mail department.

EVELYN OVERSTAKE, known as the Melody Maid on WLS, Chicago, has been transferred to KOY, Phoenix, Ariz., effective Dec. 9.

SONYA CHERNIS, formerly in the publicity department of Warner Bros. Studios, Burbank, Cal., is conducting two weekly programs on KGU, Honolulu. One is titled *Women in the News*. The other consists of Hollywood chatter.

TOM McKNIGHT, Hollywood producer of William Esty & Co., on the CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co., in addition has been signed to a writers contract by Columbia Pictures.

GAYLORD CARTER, Hollywood organist on the CBS *Amos 'n' Andy* program, sponsored by Campbell Soup Co., has joined the network's Pacific Coast musical staff.

DALE EVANS, vocalist and composer of WBBM-CBS, Chicago, recently had her latest song "For My Own Good" accepted by BMI.

TED BOWER was added to the announcing staff of WPEN, Philadelphia, as a relief announcer, coming in from WBAB, Atlantic City.

MAX SOLOMON, of the sales staff of WFIL, Philadelphia, suffered a broken cheek bone in an auto accident early in the month, but he still continues working.

LeROY MILLER, announcer of the *Musical Clock* early morning shows on KYW, Philadelphia, has been elected a member of Philadelphia Steam Fire Engine Co. No. 1, of Pottstown, Pa., one of the oldest fire companies in the country.

LONNY STARR, announcer of WPEN, Philadelphia, has been selected as Santa Claus for the Masonic Golden Slipper Square Club's crippled children's Christmas party.

COLONIAL Broadcasting Corp., formed by the owners of the *Newport News* (Va.) *Daily Press* and *Times-Herald*, who also own WGH, Newport News, have applied to the FCC for a new 250-watt station on 1200 kc. in Norfolk, Va.

BERT HORSWELL, former station representative, recently manager of KRIC, Beaumont, Tex., is head of a new company seeking a new 1,000-watt station on 1550 kc. in Orange, Tex. He owns 44% of the stock, with Julius M. Gordon, motion pictureman, also owning 44%.

MARGARET ELIZABETH OTTO, formerly with KYA, San Francisco and now in government service in Washington, and Donald Weston Billings, sportscaster of KYA, will be married at Falls Church, Va., Dec. 21.

JIMMY COFFIS, Stanford U graduate and recently a "barker" at Sally Rand's Nude Ranch at the Golden Gate Exposition, has joined the guest relations staff of KPO-KGO, San Francisco.

BETTY ARMSTRONG, recently an advertising executive of John Shillito Co., local department store, has joined WLW, Cincinnati, as assistant to Chick Allison, WLW sales promotion manager.

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to Increase Your Sales

YOU, TOO, can take advantage of the sales possibilities in the rich Shreveport market. KWKH, with 50,000 watts and outstanding CBS and local programs, completely dominates this rich section with over 3,000,000 persons.

MEMBER
SOUTH CENTRAL
QUALITY NETWORK
KWKH—Shreveport
KTBS—Shreveport
KARK—Little Rock
WJDX—Jackson
WMC—Memphis
WSMB—New Orleans

REPRESENTED BY THE BRANHAM CO.

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT • LOUISIANA

50,000 Watts • CBS

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

JOHN CHARLES DALY, announcer of WJSV, Washington, is the father of a boy, John Charles Daly IV, born Dec. 2. Tommy Tait, WJSV page, has returned to work after four months active training with the Naval Reserve. Woodward Warrick, WJSV apprentice engineer, has gone on active duty as a reserve lieutenant with the Army Ordnance Department in Washington.

LEE KIRBY, football announcer of WBT, Charlotte, is in the hospital after being stricken while on duty. He is resting comfortably although in a weakened condition from loss of blood.

DOUG MARSHALL has joined the announcing staff at CJKL, Kirkland Lake, Ont. He was formerly newscaster on Toronto stations for the *Toronto Globe & Mail.*

LLOYD MONK has joined CKGB, Timmins, Ont., as music librarian. He was formerly program director at CKCR, Kitchener, Ont. Vernon Carter is now with the sales and promotion staff of CKGB, coming from the announcing staff of CKCL, Toronto.

ROY PEDERSEN, North Dakota Agricultural College student, has joined the announcing staff of WDAY, Fargo, N. D.

KNOX MANNING, CBS Hollywood commentator, has been assigned the role of a radio announcer in two films, "I Want Wings," being produced by Paramount, and "How to Skate," a Warner Bros. short subject.

BERT SYMMES, formerly of KSFO and KFRC, San Francisco, has joined the production and announcing staff of KLS, Oakland, Cal.

HUB JACKSON, former program director and announcer of KABC, San Antonio, on Dec. 4 joined the announcing staff of KFJZ, Fort Worth, and Texas State Network.

DRAKE BINGHAM, formerly of WKY and KOMA, Oklahoma City, and KVOO and KTUL, Tulsa, has joined the news staff of KANS, Wichita, Kan., as night editor. Recently he was city editor of the *Alva* (Okla.) *Review-Courier*.

WYTHE WILLIAMS, MBS war news analyst, was recently appointed vice commander of American Legion Air Service Post 501, New York.

ROBERT TRENDLER, orchestra leader of *Show Boat* and *Wings of Destiny*, NBC, Chicago, is the father of a son, born Dec. 4. The mother is Anne of the Anne, Pat and Judy song team heard on the WLS *Barn Dance*.

EDWARD L. SAFFORD Jr., formerly with several Southwest stations, has joined the announcing staff of KROD, El Paso.

MORRY BERTSCH, formerly of KQW, San Jose, Cal., and KYA, San Francisco, has joined KHUB, Watsonville, Cal. as chief announcer.

CHARLES ARLINGTON has been added to the announcing staff of WFIL, Philadelphia, replacing Fred Temple, resigned. He was formerly news announcer at WWJ, Detroit.

LEWIS LACEY has been appointed head of the music rights department of KTSA, San Antonio.

Mary Mason Honored

MARY MASON, director of the *Home Forum* of WRC, Washington, was honored Dec. 4 at a luncheon in recognition of her fifth anniversary with WRC. Attending were 40 women representing radio, women's clubs and the press. Included were Mrs. LaVerne Beales, president of the General Federation of Women's Clubs; Helen Essary, president of the Women's Press Club; Ruby Black, noted newspaperwoman and author of the biography, *Eleanor Roosevelt;* Frances Northcross, home economist of WOL, Washington, who first presented Miss Mason to the Washington audience. Sanitary Grocery Co., local subsidiary of Safeway Stores, supplied a cake. She also was feted on a special birthday broadcast on WRC Dec. 7.

TRIBUTE at midnight each Saturday is paid to stations, cities and States during the *Sunshine Salute* of WSUN, St. Petersburg, Fla. The opening program of the good-will series featured Governor-elect Spessard L. Holland (center). Watching him at the mike are Louis J. Link (left), station director, and Joe Frohock, publicity director.

HONOLULU PICKUP

KARM to Remote Grid Fame From Hawaiians

A LONG single station remote is scheduled for New Year's Day, when KARM, Fresno, Cal., broadcasts a football game being played in Honolulu. KARM has sent its sportscaster, Dick Wegener, to the Hawaiian Islands to present a play-by-play account of the Hawaii Pineapple Bowl game between Fresno State College and the U. of Hawaii.

Mr. Wegener

Wegener's description will be carried by RCA short wave from Honolulu to the RCA receiving station just north of San Francisco. From San Francisco it will go by special leased line to KARM's transmitter.

Due to the difference in time between Honolulu and the mainland, the game will be on the air beginning at 4:30 p.m. (PST).

Wegener, second place winner in a recent nationwide sportscasters' popularity contest, sailed Dec. 12 on the Lurline with the Fresno State football team from San Francisco.

CBS European Staffmen

WILLIAM L. SHIRER, CBS correspondent in Berlin, will arrive in New York via the Clipper in mid-December for a four to six weeks vacation, after which he will return to Berlin. His assistant, Harry W. Flannery, remains in Berlin. CBS is understood to be sending another man to its London headquarters after Jan. 1 to replace Eric Sevareid, now a regular member of the CBS New York staff. The new correspondent, as yet unselected, would assist Edward Murrow and Larry LeSueur, currently in London.

Coleman Cox

COLEMAN COX, 67, writer and lecturer, whose inspirational radio talks were syndicated to all parts of the English speaking world, died late in November in San Francisco from a heart attack. He was known on the air as "The Philosopher". He wrote scores of books, principally on the philosophical side, including *Take It From Me.*

WAGE bonuses totalling $350,900 will be paid by the *Milwaukee Journal*, operators of WTMJ, to its 1,043 employees as of Dec. 1, 1940.

Fineshriber Appointed CBS Musical Director

WILLIAM FINESHRIBER, CBS script writer for serious music programs and commentator last summer for the CBS Symphony concerts, has been appointed director of the CBS music department, filling the position left vacant since Davidson Taylor became assistant to the vice-president in charge of broadcasts.

A summa cum laude graduate of Princeton, Mr. Fineshriber joined CBS in 1931 as a member of the publicity department, leaving in 1934 for three years as manager of Carnegie Hall, New York. Rejoining CBS in 1937, he edited and produced the music programs of Columbia's *American School of the Air*, in addition to other music publicity work. Succeeding Mr. Fineshriber in the CBS script department, and as program annotator, is Ben Hyams, formerly music editor in the CBS publicity department.

Georgia Time Salesmen Plan Series of Meetings

JOHN M. OUTLER, commercial manager of WSB, Atlanta, and chairman of the commercial committee of the Georgia Assn. of Broadcasters, has called a meeting of radio salesmen of the State to be held Jan. 18 in Macon. Dr. Frank Stanton, director of research of CBS, and Charles C. Caley, commercial manager if WMBD, Peoria, Ill., will speak.

All persons in Georgia connected with the commercial departments of radio stations are invited to the rfist of a series of such meetings to be held by the Georgia association. Plans are under way to bring nationally-known speakers for each session.

Heads CBS Artist Bureau

WILLIAM E. FORBES, in charge of CBS national sales service on the West Coast, has been appointed general manager of Columbia Management of California Inc., Hollywood, by Donald W. Thornburgh, the network's Pacific Coast vice-president. Forbes succeeds Murry Brophy who, because of ill health, resigned the post of executive vice-president and general manager of the network's owned and operated talent service. The position relinquished by Forbes has been taken over by Hal Hudson, KNX, Hollywood, program service manager. Forbes joined CBS four years ago, having previously been associated with KHJ, Los Angeles, and KMPC, Beverly Hills, Cal., as account executive. Before joining KNX a year ago, Hudson was in charge of WBBM, Chicago, continuity. He also was script writer of Neisser-Meyerhoff.

Arrested in Mail Fraud

GORDON R. HIGHAM, 46, of Wilmington, Del., who presented his own program on Philadelphia radio stations in 1938 and 1939 under the name of "Bob White," was arrested Nov. 30 at Woodbury, N. J., and held in $1,000 bail for the Federal grand jury on a charge of allegedly using the mails to defraud. Higham, now a British government inspector at the duPont powder plant near Pennsgrove, N. J., is charged with telling radio listeners he would send them a book of poems for $1. He is said to have received money from 75 persons, but wrote them he could not deliver the books because he had trouble with his printing office and it is charged he never was in a position to deliver the books.

To the radio advertising industry
on another year of meritorious
public service
Congratulations and
Season's Greetings
BROADCASTING
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FCC Hears Argument on Net-Monoply

Proposed Rules Are Bitterly Attacked

THE JURISDICTIONAL question of how far the FCC can go, if at all, in regulating the business affairs of networks and their affiliated stations must be decided before that agency undertakes drafting of its final report on the controversial network monopoly investigation of its special committee.

This fact developed after the FCC had listened Dec. 2-3 to oral arguments on the Committee's report. FCC Assistant General Counsel Joseph L. Rauh Jr. argued that the Commission held jurisdiction to regulate contractual relationships all down the line, except actual fixing of rates, and was supported only by MBS among the major networks. NBC, CBS and Independent Radio Network Affiliates, on the other hand, argued that the law clearly denied the FCC any such jurisdiction and predicted dire developments should such a course be followed.

Reopen Record

The upshot was what amounted to a reopening of the voluminous record in the two-year-old investigation, with all respondents given until Dec. 16 to file supplementary briefs on the jurisdictional question and on any other matters related to the hearing. The date for filing briefs was extended to Dec. 24 on petition of NBC and CBS and may be postponed until Jan. 2.

Oral arguments were opened—with an audience of some 200 present—by FCC General Counsel Telford Taylor. In his preliminary statement he brought out that under Section 303 of the Communications Act the FCC is authorized to make special regulations applicable to stations engaged in chain broadcasting. The order upon which the FCC's inquiry was based, he explained, was designed to ascertain whether regulations ought to be drawn. It covers the advisability of making legislative recommendations to Congress on matters not encompassed in the Communications Act.

Mr. Taylor analyzed the draft regulations made public by the FCC Nov. 28 [BROADCASTING, Dec. 1], emphasizing it had been made abundantly clear that these had not been approved by the Commission, but had been presented only so counsel might have specific proposals to support or criticize.

After analyzing the proposed regulations and the positions taken by the respective networks in connection with each basic issue, Mr. Taylor said the report of the FCC Committee endorses the network plan of program distribution, but emphasizes the necessity for each station to provide local service. The report, he said, points out various practices found to be "detrimental to the proper operation of chain broadcasting".

Jurisdictional Issue

The jurisdictional issue was touched off by Assistant General Counsel Rauh in his presentation, following that of General Counsel Taylor.

The question covered, he said, pertains to the issuance of regulations dealing with the network-outlet contract with a view "to furthering free competition in the radio broadcasting industry".

Relying upon the public interest, convenience and necessity clause of the Communications Act, Mr. Rauh argued it was clear that the FCC, through its power to grant or deny licenses or renewals and to make implementing regulations, "has jurisdiction to deal with the contractual relationship between network and affiliate and to that extent these relationships affect the ability of the licensee to operate in the public interest".

He pointed out that Section 303 (i) of the Act confers upon the FCC the power "to make special regulations applicable to radio stations engaged in chain broadcasting". Focusing attention upon purported restrictive clauses in affiliate contracts, such as exclusive contracts, alleged excessive optioning of time and long duration of contracts, Mr. Rauh said the question boils down to whether the Commission could reasonably conclude, as had the Committee, "that these contractual arrangements affect the ability of the network affiliate to operate in the public interest." A further question is whether the conclusion would be reasonable that the program service has suffered as a result of these exclusive arrangements, that communities have been deprived of programs they would otherwise have obtained.

Intent of Congress

After posing another series of questions stemming from the present contractual arrangements, Mr. Rauh held the FCC has ample authority to issue regulations. He said if the Commission determines a licensee is entering into contracts which obstruct the growth of other networks and if it determines the growth of such competing networks would improve service, it could "reasonably conclude that the operation of the station pursuant to such an arrangement was not in the public interest".

NEARLY 300 miles from its base, the WKY mobile unit covered the recent Amarillo storm. Reports were shortwaved from the truck to amateur operators in Oklahoma City. WKY says its information was used by the Oklahoma City AP bureau as basis for a weather story under a Dallas dateline. Later the WKY transmitter secured lines from Shamrock, Tex., to Oklahoma City. In the midst of the Amarillo debris Bob Eastman (left), WKY news editor, interviewed a newspaper reporter.

The intent of Congress, Mr. Rauh contended, was to give the FCC full jurisdiction to prevent restraints on competition in broadcasting. He alluded to Congressional debates and to the language of the Act itself. He cited the recent Supreme Court opinions in the Sanders and Pottsville cases, asserting that Congress gave the Commission power to deal with chain broadcasting in "clearcut and unequivocal terms".

Referring to the Supreme Court decision in the Sanders case, which held the FCC has no power to regulate the business of radio stations—Mr. Rauh said this was true and that stations are not public utilities "in the strict sense and the Commission has no power to regulate their rates for the protection of purchasers of time". Thus, he said, the Commission would have no power to set the advertising rates of stations simply because it thought such action would be good for business generally.

But, he argued, "it is a wholly different thing to say the Commission has no power to regulate a particular act of a licensee because that act happens to be what might be called the business of the licensee". Concluding, Mr. Rauh said he had sought to demonstrate there are "no legal obstacles to the issuance of some such regulations as have been discussed".

NBC's Argument

Opening argument for respondents, NBC Chief Counsel Hennessey expressed his hearty disagreement with "almost everything that has been said". He flayed the Committee Report, contending it was shot through with errors of fact, and also took issue with the position taken by MBS in support of the report, and with the comments on the suggested special regulations.

Mr. Hennessey branded the Com-

FCC Studies Plan to Delete Network Disc, Artist Activity

Regulation and Legislation Considered as Final Network-Monopoly Hearing Report Is Awaited

WHETHER the networks, by regulatory decree or legislative action, should be required to divest themselves of major operations in the transcription and artist booking fields may become focal issues in the network monopoly problem awaiting a final report of the FCC.

After allegations of suppression of competition in both spheres of activity had been made to the FCC during oral arguments on the Network-Monopoly Report Dec. 2-3, questions from the bench indicated deep interest in this phase of the network operations. NBC maintains its own transcription service, along with RCA home recording activities, and also operates an extensive artist and concert bureau. CBS recently invaded the recording field through acquisition of American Record Co. and other recording interests, but has confined its activities to home recording. It likewise maintains an extensive artists service.

Catchings' Plans

Suggestion that networks be excluded from the transcription field and that transcription companies likewise be prevented from engaging in wire network operations was made by Waddill Catchings, chairman of the board of Associated Music Publishers, partner in the banking firm of Lehman Brothers and president of Muzak. World Broadcasting System, leading entity in the transcription field, previously had filed a brief supporting the general conclusions of the FCC Network Committee, but did not present oral arguments. On behalf of the Assn. of Transcription Producers of Hollywood, headed by Gerald King, Standard Radio partner, Ben S. Fisher, Washington attorney, urged the FCC to eliminate the transcription announcement requirement and to draft regulations requiring all stations to meet minimum standards on transcription reproducing equipment. He did not discuss the network competitive aspect as to tailor-made discs, however.

Acting as his own attorney, Mr. Catchings said he not only approved the FCC Committee's "fine constructive work," but felt that it did not go far enough in its recommendations. The Committee might have recommended that steps be taken to protect the public from the "abuse of networks," he declared.

"NBC and CBS are permitted to control and suppress transcription competition," Mr. Catchings charged. Declaring that the art of recording has progressed beyond the art of broadcasting, he maintained that transcriptions can present the artists at their best.

The major networks, by virtue of their contractual relationships with stations, advertisers and artists, have the power to "suppress development of independent com-

(Continued on page 74)

mittee report as "inaccurate and distorted", with many "unwarranted conclusions". He charged that the Committee had taken "editorial liberties" with the original evidence. And this promptly precipitated examination from the bench by Messrs. Walker and Thompson, the only remaining members of the Commission who signed the Committee report.

To support his contention of inaccuracies, Mr. Hennessey recited what he termed glaring instances of "distortion", among them the statement that NBC gave no service to "listeners" in New Jersey. The original testimony dealt with NBC outlets in New Jersey, he observed, pointing out that both of NBC's key stations in New York serve the New Jersey area.

Commenting on the brief filed by MBS, he said it dealt not with the virtues of that network but with the shortcomings of NBC and CBS. The record, he declared, is "strangely silent on ownership of MBS", while it lengthily discusses NBC's ownership by RCA. MBS, he said, is controlled by the *Chicago Tribune* and by R. H. Macy & Co., and that if an attempt was being made to show a controversy between a "giant and a pigmy", he desired the record to show who was the "pigmy". He argued that the crux of the MBS effort is to get "more 50 kilowatt stations".

Conflicting Views

The NBC counsel attacked the position taken by MBS that the FCC should "help" it in the formation of a network through enforcement of the anti-trust laws and its licensing powers. He said MBS could improve its position by offering more attractive propositions to stations of the other networks, rather than seek the aid of the Commission.

Mr. Hennessey essayed to show that the position taken by Louis G. Caldwell, chief counsel for MBS, was in conflict with his position as counsel for the Clear Channel Group. Whereas MBS now supports the jurisdiction of the FCC to issue regulations governing contractual relationships between network and affiliate, he said Mr. Caldwell in May, 1939 had argued that the function of the FCC was to regulate broadcasting in a physical way and that it had no jurisdiction to take competitive factors into account.

When Mr. Hennessey attacked that portion of the Network Monopoly Committee's report dealing with duplication of clear channels, Commissioner Thompson quibbled with him about the precise language used. The Commissioner insisted that the Committee used the word "revaluation" and did not advocate a breakdown as such.

New Networks

Asked by Chairman Fly about the possibilities of forming new national networks, Mr. Hennessey said two avenues appear open. One is within the present allocation structure and continuation of the existing policy of private initiative, with sufficient financial backing, and the other through development of FM. He alluded to the Transcontinental effort of last year, and the effect upon MBS outlets. If that venture had been successful, he pointed out, it would have meant not additional network service, but simply a substitution.

Tongues Tied

WCOP, Boston, has revamped its schedule of foreign language broadcasts to include them all in a daily 90-minute block, from 10:30 a.m. to 12 noon rather than scattering spots through the day. The station also has consolidated its Sunday foreign language schedule to open up spots for religious, educational and commercial shows.

He agreed with Chairman Fly that it would be a difficult job to organize one new network and virtually an impossible task to create two, under the existing allocations structure. But the FCC, he pointed out, might decide to duplicate all 26 clear channels placing four or five stations on each in major markets and thereby provide facilities for a "made-to-order" network. If that were done, however, he predicted it would mean loss of service to rural listeners and would constitute an entirely unreasonable price. He said the present allocations structure is the only answer to proper balance between rural and urban service.

Vigorously opposing proposals to eliminate exclusive contracts of networks with their affiliates, as advocated both by the FCC Committee and MBS, Mr. Hennessey said an entirely erroneous notion has been advanced on this score. Citing Louisville as an example, he explained it has one 50,000-watt outlet, one 5,000 watt station and one local. If "free competition" of the order suggested prevailed, networks would become "program brokers", he said, and obviously all of the desirable programs would go to the 50,000-watt outlet. If maximum public service is to be rendered, exclusivity is essential, he insisted. All incentive for development of sustaining programs would evapo-

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Choice of advertisers on every score, WFBL again proves its leadership with 240 quarter hours of commercial network shows—compared with 180 quarter hours for the 3 combined networks of the other Syracuse station. For full details, write

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EXCLUSIVE
NBC RED NETWORK
St. Louis Outlet

first in St. Louis

Since 1935 KSD Has Led All Other St. Louis Broadcasting Stations in "Firsts," in 16 Nation-Wide Radio Star Popularity Polls, voting for listeners' preference.

MORE PIONEERING FIRSTS
During 1940

KSD the first broadcasting station to be given full-time 24-hour Associated Press world-wide news service.

KSD studio put the first facsimile general election returns in the home through the first Radio Daily newspaper, over KSD Auxiliary W9XZY. First in St. Louis, if not first in the world.

KSD is new serving the largest number of sponsors and carrying the greatest volume of sponsored time in the station's history.

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

rate under the free competition theory, he said.

The problem for network ownership of stations was raised by Chairman Fly. The NBC attorney declared that for program origination purposes, networks should own stations in key talent centers such as New York, Chicago, Hollywood, San Francisco and Washington. That the FCC intends to appraise the necessity for network ownership of stations was evidenced in other questions regarding NBC ownership, management or operation of outlets.

Condemns Them All

Asked by Chairman Fly to comment on the series of suggested regulations of Nov. 28, Mr. Hennessey cited each proposal, with the recommendation that it be eliminated. He argued that the FCC lacks authority to assume any degree of program control; that affiliation contracts must be on an exclusive basis; that the option time clauses are essential to assure advertisers of continuity of service and to avoid loss of business to other media which would mean economic dislocation of radio; that long-term contracts are essential to affiliates and are always contingent upon FCC renewal of the license of the affiliated station; that NBC does not fix or influence rates of affiliates, but procures only a "most favored nation clause" guarantee against reductions for other services, and that NBC effectively and efficiently has operated its dual networks.

Summing up, Mr. Hennessey agued that if the FCC adopts regulations like those proposed "you will have destroyed the American System of Broadcasting".

Judge Burns Opens Up

Launching the second assault upon the jurisdictional position of Mr. Rauh was John J. Burns, chief counsel for CBS, first general counsel of the Securities & Exhange Commission, and former Massachusetts judge. He said he thought Mr. Rauh was guilty of a "fundamental misconception of the functions of a licensing agency". As a licensing agency, Judge Burns declared, the FCC sits in a judicial status, but in the current investigation it sits as a "regulatory body".

Boston-NBC 1942 Setup

A SHIFT in NBC-Red and Blue affiliations in Boston is not likely until June 1, 1942, according to information given the FCC Dec. 3 during the oral arguments on the Network - Monopoly Report. Philip J. Hennessey Jr., NBC counsel, stated that the present contract of NBC with the Shepard key station runs until the 1942 date, and that WBZ, Westinghouse - owned outlet now on the Blue, has contracted with NBC for the Red affiliation upon expiration of the WNAC contract.

Congress, Judge Burns argued, carefully "delimited" the power of the Commission, and even went so far as to use the phrase "finally adjudged guilty" in dealing with the monopoly question. The history of the Congressional action clearly reveals that Congress did not want to repose in the FCC power to regulate business aspects of broadcasting, he argued. The FCC's duty is to refer the monopoly question to the Department of Justice, Judge Burns held, if there is not time enough to go to Congress for redefinition of the statute.

Contending the FCC should not seek to enlarge its powers to regulate the networks, CBS counsel pointed out that when that network was formed in 1927, it introduced spirited competition in the network field. Congress at that time could not have known about the complicated business problems which developed subsequently in broadcasting and therefore could not have implied regulation of contractual relations of networks with their affiliates, he declared.

Calling the FCC Law Department's interpretation a "shocking violation of construction", Judge Burns said there is no suggestion of standards in the law, and that in his view there is a serious question of Constitutional violation in the jurisdictional approach. Moreover, he asserted that Congress did not give the FCC the power to regulate contracts of the AT&T in its special investigation of that company, but confined its task to a "report" on them. The suggested regulations for network operation, he asserted, are not based on a "valid basis of the fact".

Urges Rejection

Judge Burns then urged that the FCC reject the Committee's report in its entirety. Serious errors of fact were made by the Committee, he charged, and he specified such instances in connection with CBS.

Declaring that only certain stations connected with MBS had approved the committee report, Judge Burns said that apparently this network wished to improve its status through FCC fiat at the expense of the other networks. He charged the Committee with a "fundamental failure" by misconceiving its functions. The whole thread of the report is that of improving the status of affiliates. IRNA, he pointed out, declared it wants its share of network revenues but does not want the Government to get it for them.

Describing the exclusivity provisions as "neither good nor bad, but functional", Judge Burns predicted a "revolution in the American broadcasting picture" if such contractual provisions are eliminated. CBS, he said, would not be interested in developing outlets for the exploitation of "time brokers", which he declared would be the case if exclusivity were banned. He called this provision the very essence of responsible permanent station development, and declared that

Hitting a New High...
NWA
NC-21714

Farm incomes for the first ten months of 1940 were one-fifth higher than the average for the same period over the previous five years, in the great Northwest, served by KFYR.

Popularity and commercial billings at KFYR are now the highest ever, thanks to top-flight NBC Red *and* Blue shows, and brilliant local showmanship. KFYR is today—more-than-ever—the most potent selling force in this greater-than-ever Northwest.

Join the ever-increasing list of time-buyers who are hitting a new high in sales through KFYR's dominance in the Northwest. Get details from any John Blair man.

KFYR~*Bismarck, N. D.*

5000-1000 WATTS • NBC AFFILIATE • 550 KILOCYCLES

TELEPHONE CALLS from *1180 Club* fans of WDGY, Minneapolis, so deluged the regular telephone girls recently that Dr. George W. Young, WDGY owner, himself was drafted to help take requests, resulting in this stimulating confusion atop his desk. The *1180 Club* feature is a two-hour Saturday afternoon swing session during which likes of listeners' run the show.

the same facts apply to option time clauses. These two features, he said, are "utterly essential" to proper conduct of networks.

Declaring that the proposed regulations are not within the power of the FCC to promulgate, Judge Burns said the whole question of suppression of competition is fallacious. He referred to the arrangements made by MBS to handle the World Series exclusively as an indication of the type of competition now existent. He ascribed as the probable reason for this the ability of MBS to offer a lower rate, asserting that this perhaps was so because it does not operate and maintain "large expensive network services" similar to those of its competitors.

On ownership of stations by networks, Judge Burns argued that there is nothing in the record to show that such ownership is "wrong per se". He said this ownership is vital to broadcasting, as it has developed in this country. Networks, he said, can make a better case for station ownership "than a newspaper or department store".

The IRNA Case

Opening the presentation for IRNA, Paul M. Segal, its counsel, asked and obtained permission to have IRNA Chairman Samuel R. Rosenbaum, also an attorney, argue a portion of the case.

After explaining the functions performed by IRNA and its participation in the present proceedings, Mr. Segal said the organization opposed consideration of the suggested regulations in their entirety, deeming them outside the FCC's jurisdiction. He claimed they deal with the busines of broadcasting as distinguished from allocation and licensing, contrary to Congressional mandate; that the regulation of the broadcasting business is confided to other agencies of Government; that competition between Governmental agencies on such regulation can lead only to confusion, and that regulation of network - affiliate relationships would so weaken the network position as to discourage new network enterprises.

Taking up each suggested regulation separately, IRNA counsel contended that no need is evident for Government intervention. Exclusivity was termed an item of bargaining between affiliate and network. Time options were held not objectionable to affiliates in intention or operation. On term of contract, the FCC was told that no affiliate has ever complained against it unless to assert it is not long enough.

Dealing with the suggested "prohibition of double networks," Mr. Segal said that the elimination proposed is of the Blue network of NBC.

"All members who are affiliated with this network desire it continued and strengthened," he said. On ownership of or by stations of or by networks, IRNA counsel said that insofar as this would reduce ownership of stations by networks it was "without opinion." But the reverse, he pointed out, would prohibit the ownership of networks by stations, and is objectionable. "This would accomplish the extinction of MBS which no one desires," he stated.

On rejection of programs by affiliates, Mr. Segal said this is an accomplished fact regardless of the text of any outstanding network contract and there is no problem requiring any regulation.

Lacks Industry Support

Declaring the Committee report is lacking in industry support, Mr. Segal brought out that approximately 800 stations are silent except as they speak through IRNA or become "involved in telegraphic referenda." He brought out that only three stations (WHBF, Rock Island, WBNY, Buffalo, and KFRO, Longview) filed separate briefs supporting the Committee.

Alluding to the "growth and vitality" of MBS, IRNA counsel stated that the energy and ability exhibited by this network in the few years of its existence are phenomenal. He recalled that several efforts have been made to establish additional networks but collapsed through lack of training, capital or leadership.

While the statistical data in the

WIS 560 KC
COLUMBIA, S. C. • NBC Red and Blue
FREE & PETERS, Inc., National Representatives

MEMPHIS SPOT COTTON SALES
SET ALL TIME RECORD
FOR MONTH OF OCTOBER!

WEEK ENDING OCTOBER 17th REACHES
ALL TIME HIGH OF 226,611 BALES

THIS RECORD ADDITIONAL INCOME
IS BEING SPENT IN MEMPHIS

HERE
GROCERY STORE
—AND HERE
DRUG STORE
—AND HERE
GAS · OIL
—AND HERE
ALL STORES

—SO WHY NOT TELL YOUR STORY
OVER MEMPHIS' FAVORITE RADIO STATION
AND SHARE IN THESE INCREASED SALES!

5,000 WATTS DAY
1,000 WATTS NIGHT
WMC
MEMPHIS
NBC RED NETWORK
Owned and operated by
THE COMMERCIAL APPEAL
National Representative: THE BRANHAM CO.
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
KARK—LITTLE ROCK
WJDX—JACKSON, MISS.
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

THE Billion Dollar MARKET

report covers only the year 1938, the true story of MBS' growth and progress is reflected in the advances made during 1939 and 1940, he said. There are innumerable cases where MBS affiliation is more desirable financially than affiliation with one of the other networks, he said, and there is every reason to believe that if left alone MBS will continue to expand and prosper in ever-increasing degree.

IRNA believes, Mr. Segal argued, that it is to the basic interest of MBS affiliates, as well as those of the older networks "to resist the intrusion of detailed Federal regulation of the network-affiliate relationship." Expressing no desire to interfere with the policies of any network, the IRNA attorney suggested to MBS leadership that it is "too soon to call out for Government assistance of a character calculated to weaken all networks in order that for the moment the growth of Mutual may be more rapid, without realizing in the long run the gains of Mutual would be less significant."

While there is much to be said for the MBS profit-sharing method of management, of effecting economies in operation, and of a more generous method of compensating affiliates, IRNA holds there is "very little to be said for that idea which seems to be gaining foothold within the current leadership of Mutual which calls for Federal interposition for the purpose of weakening a competitor through regulation. We do not favor the fashioning of a sword which may turn out to be as sharp at the handle as it is at the blade."

Bells Toll

THINGS were in a flurry for a while at WJSV, Washington, when on Dec. 4 Louise Hollinger, secretary in the office of CBS Counsel Paul Porter, announced her engagement to Clayton Miller, of the U. S. Department of Agriculture. Since the engagement was the first for an active WJSV feminine staff member in eight years, colleagues held a bridal shower the following night, recording the festivities for broadcast Dec. 6 on the morning *Magic Carpet* housewives' quiz program, sponsored by Continental Baking Co.

Pointing out there have been 14 years of Commission regulation of broadcasting and that during this time there has been no regulation of the business and contractual aspects, Mr. Segal concluded that if regulation is now to be started, it could only be because certain abuses have appeared. Yet, he said, the report of a comprehensive investigation over a wide subject matter "recites not one complaint from any station in America revealing any state of facts which can even remotely be classified among abusive practices."

Rosenbaum Appears

Making his first of two appearances before the FCC Dec. 2, IRNA Chairman Rosenbaum said that he did not subscribe to the view that by reason of affiliation contracts network outlets have delegated station control to the networks. Affiliates seek to give to their audiences the best in the way of service, he said, and the network method provides that service. He pointed out that national sales representatives sell station time and commit stations in the same fashion as networks, yet no one has raised any question about transfer of control in such instances. Many stations believe that the 15% representative commission is unfair, but the FCC does not seek to "help" affiliates on this problem because it is strictly a business question, he added.

Asserting that IRNA is not seeking "to pull chestnuts out of the fire" for any network, Mr. Rosenbaum said he saw nothing inherently wrong in the present form of network affiliation contracts. The very existence of this method of operation has immeasurably increased the benefits all down the line, he argued.

The only stations that complain about exclusive network contracts, Mr. Rosenbaum declared, are those that do not get enough business out of the networks. Calling the network-affiliate operation a "joint venture", he said that stations hope to procure an increasingly satisfactory measure of the financial benefits through negotiation with the networks.

BROADCASTING through a gas mask from a tent filled with gas was included in the series of eight programs presented Nov. 20 from Fort Dix, New Jersey, on WOR, Newark, by Dave Driscoll, director of news and special features for the station. Describing his sensations is Lt. Col. Alfred C. Day, Chemical Warfare Service, 44th Division (left), while Dave Driscoll (right) strives nobly to hold the microphone and breathe at the same time.

Opening the Dec. 3 hearing, Chairman Fly asked that respondents in their supplementary briefs give attention to the question of competition in network radio. He asked that areas of "practical competition" be defined, and how best can the public get most out of the industry in terms of "healthy competition." In back of that question, of course, he pointed out, is the thought that in any given locality there are limited facilities, and that therefore there can be no "utterly free competition."

Case for Mutual

On the network field, Mr. Fly pointed out there is a severe limitation of supply. It is doubtful, he said, whether there can be four nationwide networks and it appears it would be extremely difficult to have any more. The question resolves itself down to whether "we shall stay put," he declared. The Chairman said the briefs on this subject need not be strictly limited to the record, and that additional material would be acceptable. He set the date for new briefs as Dec. 16.

Presenting the case in chief for MBS, Counsel Louis G. Caldwell declared that most of the suggested regulations proposed by the FCC in its Nov. 28 statement were supported by his network, though several were "too severe." He pre-

WAJR

MORGANTOWN, W. VA.

ON THE AIR

DECEMBER 8

SERVING 300,000 PEOPLE
IN NORTHERN WEST VIRGINIA
AND SOUTHERN PENNSYLVANIA

LOCATION OF NEW DUPONT
$15,000,000 CHEMICAL PLANT

HOME OF THE UNIVERSITY
OF WEST VIRGINIA

WAJR—THE STATION FOR SALES
IN CULTURAL AND INDUSTRIAL W. VA.

WAJR

MORGANTOWN, W. VA.

WEST VIRGINIA RADIO CORPORATION

National Defense Program brings 25,000 new people and millions of dollars to Savannah area. We sell this market . . . at the lowest per person cost of any medium.

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.

sented for the record his own set of suggested special regulations to be applicable to network broadcasting, after arguing the merits and provoking a discussion that proved the most dramatic of the proceedings.

Mr. Caldwell charged that the NBC brief was "very unfair" to MBS operation go to the stations, operation. He said that profits of MBS operation go to the stations, and not to "big corporations in New York." Money also goes back into improved programs and salaries, he said, with stations themselves contributing the sustaining material, resulting in greater incentive to them.

MBS, Mr. Caldwell declared, is responsible for other stations asking and receiving more from the other networks, and is also responsible for the development of the exclusivity clause, to prevent stations from joining MBS. At the time the hearing opened in 1938, MBS had no exclusive affiliate contracts, he said, except with Don Lee. Since then, however, he asserted, the network was forced to enter such contracts with both member and affiliated stations, prompted mainly by the "raid" on MBS by the now defunct Transcontinental project.

MBS, Mr. Caldwell said, is in "general agreement with the Committee's report," and he did not see how it could have "reached any other conclusion." NBC Counsel Hennessey, he charged, was "unfair" in inferring that MBS is in favor of breakdowns of clear channels.

Some 'Too Drastic'

Asserting that some of the proposed regulations are "too drastic," the former Radio Commission general counsel declared MBS has no desire to "harm network service," and charged that NBC and CBS were building up "straw men to be knocked down." Alleging that competition is being suppressed by the two major networks with their "vast industrial empires," he said they have built "barbed wire entanglements" through their affiliation contracts and make "half of the profits" shown for the 800 stations in the country.

Mr. Caldwell also concurred in the Rauh argument on the FCC's jurisdiction. He said the public interest, convenience and necessity clause is no broader than the licensing power. The Communications Act, he said, "breathes with the spirit" of preservation of competition. He argued there should be regulations to impose additional restraints and keep open the avenues of competition.

In aligning outlets, Mr. Caldwell said, MBS encounters no trouble in the larger markets, having a multiplicity of outlets, but the difficulty arises in cities having three stations or less. In Cleveland, the fifth largest market, he said NBC had purchased WTAM and had "tied up" the market. By the manner in which other networks sell time, he said, advertisers are forced to buy outlets they do not require in order to get the service they want.

An attack upon Mr. Rosenbaum for his "remarkable change in philosophy" in connection with network relations was made by Mr. Caldwell, and drew not only questions from the bench but a subsequent request by the IRNA Chairman to answer the allegations. The development brought disclosure of the purported effort of MBS to buy certain desirable contracts with outlets on the NBC-Blue.

Charges Inconsistencies

In seeking to define Mr. Rosenbaum's purported change in attitude, Mr. Caldwell said it may have been a "coincidence" that the IRNA head procured "a better contract with NBC" for WFIL, Philadelphia, of which he is president, "before he testified before the Committee." In September, 1938, he charged, Mr. Rosenbaum had complained about the control of station time by networks.

Mr. Caldwell challenged the IRNA chairman to show that he had accomplished anything to change the status of network-affiliate relations, asserting that so far as he knew, "nothing has been done," and the networks "refused to talk it over." He said Mr. Rosenbaum had testified that NBC optioned six times as many hours as were sold commercially over WFIL on the Blue network, and that he made more money for less hours from MBS than NBC. After alleging other inconsistent positions, Mr. Caldwell asked that the Commission compare "Mr. Rosenbaum, the witness, against Mr. Rosenbaum, the lawyer.

RADIO
STATION
W7HYP

HAM in spare moments is Herb Studebaker, owner and manager of KUJ, Walla Walla, Wash., and KRLC, Lewiston, Ida. His W7HYP uses "about" 500 watts input on 7222 kc. continuous wave telegraph. He enjoys his QSO sessions with other hams in broadcasting.

When Mr. Caldwell attacked the operation of two networks by NBC, Chairman Fly inquired whether there was any doubt as to the authority of the FCC to "change that" and how it might be accomplished. The FCC, Mr. Caldwell said, could accomplish it by refusing to renew the licenses of stations affected, or through a ban on exclusive contracts. He argued that it was unsound to have two networks under one roof.

Out of a total of four networks, of which one is not "overly complete," he said it was obvious that one company should not have two. NBC-Red, he recited, carried more daytime commercials than the Blue at night, according to the hearing record. He attacked the "heavy discounts" on the Blue, charging they

There is OPPORTUNITY in ALASKA!

BARROW
WAINWRIGHT
TIGARA
KOTZEBUE
DEERING
TELLER
NOME
UNALAKLEET
MARSHALL
BETHEL
DILLINGHAM
NAKNEK
KODIAK
UNALASKA
ANCHORAGE
SEWARD
VALDEZ
CORDOVA
COPPER CENTER
YAKUTAT
SKAGWAY
WHITEHORSE
DAWSON
EAGLE
FT. YUKON
FT. McPHERSON
AKLAVIK
YUKON TERRITORY
NORTHWEST TERRITORY
Fairbanks
KFAR
THE BEST FOODS INC.
FLORSHEIM SHOE CO.
STANDARD OIL CO.
NATIONAL LEAD CO.
NATIONAL CARBON CO.
UTAH AND IDAHO SUGAR CO.
CANNED SALMON INDUSTRY
REMINGTON ARMS CO.
COCA COLA
CATERPILLAR TRACTORS
L. B. GARRETT CO.
W. P. FULLER AND CO.
WASH. CREAMERY CO.
WEST COAST FUR SALES
FRIGIDAIRE
ALASKA STEAMSHIP CO.
WASH. CO-OP EGG AND POULTRY ASSN.
NEW WASHINGTON HOTEL
UNION PACIFIC STAGES
PACIFIC AMERICAN FISHERIES
BLACK MFG. CO.
ST. FRANCIS HOTEL
WASH. MOTOR COACH
PAN AMERICAN AIRWAYS
SEATTLE FUR EXCHANGE
NA. GROCERY CO.
WESTERN CARTRIDGE CO.
PACIFIC GREYHOUND LINES
N. COAST BUS LINES
WASH. QUILT MFG. CO.
TRICK AND MURRAY
WESTINGHOUSE
SCHWABACHER BROS. & CO., INC.
OLYMPIA BREWING CO.
WOOLRICH WOOLEN MILLS
WEST COAST GROCERY CO.
WINCHESTER REPEATING ARMS CO.
STUDEBAKER

The boom is on — and these U. S. advertisers are grasping the opportunity to get exclusive coverage in . . . .

AMERICA'S MOST RAPIDLY EXPANDING MARKET
whose people have a buying power FIVE TIMES that of the average U. S. consumer

1000 WATTS **KFAR** 610 kc.
Fairbanks, Alaska

Representative: G. A. WELLINGTON • 1011 American Bank Bldg., Seattle, Wash.

were devised to destroy other network ventures, and were only possible through the joint ownership of the Red and the Blue.

Asked by Chairman Fly where the Blue network would go, should it "go out," Mr. Caldwell said he thought a new fourth network would start, and he hoped MBS would improve its own position.

Mr. Caldwell concluded by placing in the record a series of suggested special regulations. These in a general way coincided with the suggestions made in behalf of MBS in that network's brief [BROADCASTING, Dec. 1].

Following the MBS presentation, oral arguments on behalf of the transcription companies were presented by Ben S. Fisher, counsel for the Assn. of Transcription Producers of Hollywood, and Waddill Catchings, chairman of the board of Associated Music Publishers Inc. Martin Gang, attorney, entered his protest in behalf of independent talent agents, against purported encroachment of the networks in that field. [See separate story on page 62].

Rosenbaum Replies

Mr. Caldwell's argument brought vigorous rebuttal from NBC, CBS and IRNA, the latter through Mr. Rosenbaum who branded certain of Mr. Caldwell's assertions not only "highly improper" but "probably actionable."

Mr. Hennessey challenged several of MBS counsel's statements, particularly in connection with NBC's treatment of affiliates. Answering the inference by Mr. Caldwell that NBC is "peddling" its Blue network, he said that some time ago "some of Mr. Caldwell's people" attempted to buy certain Blue station contracts to "complete its network."

When questions flew from the bench, Mr. Hennessey said the effort was to bring about a consolidation of the better stations on MBS and on the Blue, with the result that the "situation would have been frozen to three networks." No mention was made of price or of the precise time, though afterward it was indicated in NBC sources that high officials of the *Chicago Tribune* and of WGN made the overtures to RCA-NBC executives about six months ago.

Snapping back at the Caldwell allegations against Mr. Rosenbaum, Mr. Hennessey explained in detail the factors involved in the transaction that resulted in a revision of contract for WFIL, and laid the responsibility squarely upon NBC for its failure to effect the removal of WJZ from Bound Brook, N. J., to a new location, which would have eliminated overlap in the WJZ-WFIL coverage.

Fewer CBS Stations

CBS Counsel Burns inquired why Mr. Caldwell should "cry out in alarm" when the facts show that since the hearings began the number of stations on CBS has diminished rather than increased. Arguing against the MBS plea for temporary relief, to prevent long-term affiliation contracts until after the FCC decides the monopoly issue, Judge Burns said that if the FCC does not have the power to issue permanent regulations dealing with business aspects of broadcasting, it does not possess the power for temporary action.

Asserting that control of broadcasting in all its aspects is not the "exclusive function of this commission," Judge Burns said that matters complained of during the proceedings trespass upon functions of the Labor Relations Board, the Department of Justice and the Securities & Exchange Commission.

Given opportunity to answer the Caldwell aspersions, Mr. Rosenbaum recounted developments which led to the consolidation of WFI and WLIT, Philadelphia time-sharing stations, as WFIL in 1934 and the conversations with NBC regarding Blue network affiliation and a commitment that WJZ be moved northeast of New York from its present New Jersey location.

NBC, he said, had made several offers regarding contract rates which he had rejected and in 1938, rather than have the dispute outstanding, he accepted an offer considerably less than he thought should have been made. The IRNA board was cognizant of this development, he said, and throughout the existence of the organization all actions have been authorized by its board.

Mr. Rosenbaum recounted functions of IRNA from its formation to negotiate contracts with American Federation of Musicians in 1937, through the NAB reorganization of 1938 and to the present. IRNA has been responsible for many contributions to the industry, including development of the self-regulation code and reformation of many network commercial practices, he said. It was through IRNA that the industry was reunited after a split, he added.

Called Consistent

Reviewing his testimony before the FCC Committee, Mr. Rosenbaum said all of it was consistent. He said there are plenty of things with which affiliates are not satisfied in their relations with networks, but that IRNA believed it is in the best interest of American broadcasting that the industry should solve those problems without seeking Government intervention.

The only disapproval of his testimony as IRNA chairman came from "my friend Mr. Weber (Fred Weber, MBS general manager), who did not feel that I went to bat strong enough" Mr. Rosenbaum asserted. He charged that MBS wanted WFIL to abandon the Blue network and go exclusively MBS, and that Weber is "punishing us" by withdrawing his network's service.

In his own rebuttal Mr. Caldwell said Mr. Weber had advised him that the Rosenbaum statement on abandonment of the Blue was "incorrect." He said also there were "misleading statements" on sale of the Blue, declaring that a year or two ago inquiry was made on its purchase, but that it did not originate with MBS but "within its board of directors."

Regarding the allegations that MBS is "crying on the shoulders of the FCC for relief," Mr. Caldwell said that in 1927 and 1928 CBS also was looking for "this favor or that favor" against NBC. This brought Judge Burns to his feet to observe, "CBS asked for favors within the law and did not come down to ask the Government to regulate the business of NBC."

WE CAN'T SELL HARPS IN PARADISE (Ky.)!

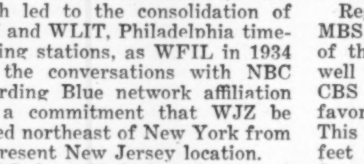
Nope! We don't claim to carry your sales story to Paradise (Ky.)! The good folks of this tiny town may possibly tune us in, but, if so, our advertisers don't pay a penny for the "coverage"! Our market is the MILLION-*plus* buyers in and around Louisville who constitute the most important purchasing power in Kentucky. To this affluent area we bring the best of N. B. C., both Red and Blue, in addition to *listenable* local entertainment. Does this give you an idea?

LOUISVILLE'S WAVE

5000 WATTS 940 K. C. N. B. C.

FREE & PETERS, INC., NAT'L REPRESENTATIVES

When Bathers Need Soap



WBNS TELLS THEM WHICH KIND!

WBNS . . . Central Ohio's Only CBS Outlet

JOHN BLAIR & CO. Representatives

COMMITTEE DRAFTS CONTRACT BLANKS

HAVING completed its draft of a proposed standard order blank for use in radio time contracts, the NAB Conference Committee will meet Dec. 20 with a similar committee representing the American Assn. of Advertising Agencies, in the hope of completing its work promptly. The joint committees also are seeking to develop a standard invoice form and the NAB group has submitted its suggested form to the full Accounting Committee.

Approval was given the standard order blank and contract at a meeting in New York Dec. 4 of the Conference Committee, headed by Harry C. Wilder, WSYR, Syracuse. Other members were Roy L. Harlow, WAAB, Boston; Richard H. Mason, WPTF, Raleigh; Edward Petry, Edward Petry & Co., station representatives; Dale Taylor, WENY, Elmira; Lee H. Wailes, Westinghouse; Emanuel Dannett, MBS; Paul F. Peter and Russell P. Place, NAB. The form was submitted by Mr. Harlow, as chairman of the order blank subcommittee and the full committee adopted the draft for submission to the NAB Executive Committee.

Members of the AAAA Committee to meet with the NAB group Dec. 20 in New York are C. E. Midgley, BBDO; C. T. Ayres, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; John Hymes, Lord & Thomas; William Maillefert, Compton Adv.; Linnea Nelson, J. Walter Thompson Co., and W. A. Fricke, Richard Turnbull and Frederick Gamble, AAAA.

Plagiarism Alleged

NORMAN A. ROSE, Hollywood radio writer, has named Universal Pictures Co. as defendant in a $75,000 plagiarism suit filed in the U. S. District Court at Los Angeles. Complaint charges piracy of an original story in the Universal film "Zanzibar." Rose alleges that an original and fictional twist of an historical fact, used in a commentary series, *The Globe Trotter*, on KECA, Los Angeles, was incorporated in the picture. The story is built around an odd and little known proviso in the Versailles Treaty, in which the German government was requested to return to the British a skull of an East African chieftain. Suit is believed to be the first of its kind filed in the California courts, in that it charges plagiarism by a motion picture production unit of a radio story.

Maxwell House Changes

WITH Mary Martin having been released from her contract on the NBC *Maxwell House Coffee Time* program, sponsored by General Foods Corp., (coffee), she is to be replaced by a new singer following the Dec. 19 broadcast. Miss Martin requested the release and will concentrate on film work. It is expected that Frank Morgan, M-G-M film actor, will also be added to the program by Jan. 2. Negotiations have been underway for some time to bring him back to the show with Fannie Brice and Meredith Willson, musical director. The latter two are the only remaining members of the original program cast which started under Maxwell House sponsorship with M-G-M producing.

NASH MOTORS division of Nash-Kelvinator Corp., Kenosha, Wis., on Jan. 4 is discontinuing its sponsorship of John B. Kennedy's AP news period, currently on 67 NBC-Blue Stations, Monday through Saturday, 9:30-9:35 p. m. Agency is Geyer, Cornell & Newell, New York.

A DOZEN unsung football heroes from six New England colleges were honored Dec. 9 at the first annual "John Shepard 3d Dinner for Unsung New England Football Heroes." Present were leading coaches, officials and sports writers. Among those seated around this miniature gridiron were (l to r) Pat Healey, Boston U coach; Ed McKeever, Boston College backfield coach; Mr. Shepard; Joe Sheeketski, Holy Cross coach.

TURKEYS GOBBLED

By Eager Public as Farm Uses Radio Exclusively

HOW a California turkey farm doubled its business this year over last by using radio exclusively, is reported by KROW, Oakland, which currently is carrying an announcement campaign for the account.

The advertiser is the Krum Turkey Farm, Castro Valley, Cal. The turkeys are sold direct from farm to consumer. The firm had always used newspapers in the past, but this year allocated its entire appropriation for announcements on KROW. Radio had the added task of instructing the public how to reach the farm, an out-of-the-way location 15 miles from Oakland.

The differential in price between these turkeys and those sold in stores is only five cents a pound but the oral description of the benefits of buying directly from the producer brought customers from as far away as San Francisco,

At millions of American firesides, the miracle of Christmas has a new meaning in this troubled year of 1940. Somewhere in the hearts of us all is a sure rekindling of those spiritual forces which have the power to return to a disabled world the truths of faith, freedom and peace.

As families over all our land commemorate the greatest event of all ages, may the messages of Tiny Tim and Adeste Fidelis, which they grasp from the farthest reaches of the air, give impetus to the rebirth of toleration and good will to mankind.

To you and yours, a warm wish for a Merry, Merry Christmas.

WOAI
San Antonio
Texas

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

D. L. Clark Co., Pittsburgh (candy), 10 *ta*, thru Albert P. Hill Co., Pittsburgh.

Western Grocer Co., Marshalltown, Ia. (Jack Sprat food), 312 *sp*, thru Coolidge Adv. Co., Des Moines.

Folger Coffee Co., Kansas City, 260 *t*, thru Lord & Thomas, Chicago.

Compagnie Parisienne, San Antonio (perfume), 8 *ta*, thru Northwest Radio Adv. Co., Seattle.

Skelly Oil Co., Kansas City, 6 *t*, weekly, thru Henri, Hurst & McDonald, Chicago.

Bayer-Semasen Co., Wilmington (seed treatment), 26 *sa*, thru Thompson-Koch, Cincinnati.

General Cigar Co., New York (Van Dyck), 26 *t* thru Federal Adv. Agency N. Y.

Murphy Products Co., Burlington, Wis. (stock feed), 13 *t*, thru Critchfield & Co., Chicago.

Grocers Wholesale Cooperative, Des Moines, weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Industrial Training Corp., Chicago, weekly *t*, thru James R. Lunke & Associates, Chicago.

Standard Oil Co. of Indiana, Chicago, 156 *ta* thru McCann-Erickson, Chicago.

KROW, Oakland, Cal.

Hale Bros., Oakland (department store chain), 26 *ta* weekly, thru Theo. H. Segall, San Francisco.

Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

Krum Turkey Ranch, Hayward, Cal. (turkeys), 6 *sa* weekly, direct.

Household Magazine, Topeka, Kansas, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Compagnie Parisienne, San Antonio, Tex. (perfume), 6 *t* weekly, thru Northwest Radio Adv. Agency, Seattle.

North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Agency, N. Y.

Dr. Ross Dog & Cat Food, Los Alamitos, Cal. (pet food), 6 *sa* weekly, direct.

Tidewater Associated Oil Co., San Francisco, *sp*, thru Lord & Thomas, San Francisco.

WINS, New York

Commerce Insurance Agency, New York (policies), 6 *sp weekly*, 13 weeks, thru Lew King Agency, N. Y.

Morris Plan Industrial Bank, New York, 6 *sa* weekly, 10 weeks, thru Gotham Adv. Agency, N. Y.

Ex-Lax Inc., Brooklyn (Jests), 10 *sa* weekly, 4 weeks, thru Joseph Katz Co., N. Y.

K. Arakelian, New York (Mission Bell wines), 60 *sa* weekly, 51 weeks, thru Firestone Adv. Service, N. Y.

Madison Long Island Personal Loan Co., New York, 21 *sa* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.

Christian Reformed Church, Chicago, weekly *sp*, 26 weeks, direct.

WOR, Newark

New Jersey Bell Telephone Co., Newark, *sp* Dec. 24 only, direct.

R. B. Davis Sales Co., Hoboken, N. J. (Cut-Rite wax paper), 5 *sp* weekly, thru Charles Dallas Reach, Dallas.

WICC, Bridgeport

Reid Murdoch & Co., Chicago (Monarch food), 24 *sa* weekly, thru Rogers & Smith, Chicago.

Roxy Custom Clothes New York, 6 *sa* weekly, thru Peck Adv. Agency, N. Y.

Phila. & Reading Coal & Iron Co., Reading, 6 *sa* weekly, thru McKee & Albright, Phila.

Paton Corp., New York (Yuban coffee), 13 *sa*, direct.

Penick & Ford, New York (My-T-Fine dessert), 7 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Lewis Clothes, New York, 6 *sa* weekly, thru Sawdon Agency, N. Y.

Hub Clothes, New York, 10 *sa* weekly, thru Sawdon Agency, N. Y.

Hudson Motor Car Co., Detroit, 12 *sa* weekly, thru Brenallen Agency, N. Y.

Church & Dwight, New York (Cow Brand soda), 3 *sa*, thru Brooke, Smith, French & Dorrance N. Y.

Marlin Firearms Co., New Haven (razor blades), 1 *ta*, thru Craven & Hedrick, N. Y.

Metro - Goldwyn - Mayer, Hollywood ("Escape"), 12 *sa*, thru Donahue & Co., N. Y.

KHJ, Los Angeles

Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., New York.

John Morrell & Co., Ottumwa, Ia. (E-Z Serve loaves), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Union Pacific Railroad, Omaha, 13 *sa*, thru Caples Co., Los Angeles.

Helms Bakeries, Los Angeles (home service), 3 *sp* weekly, thru Martin Allen Adv., Los Angeles.

Roma Wines Co., Lodi, Cal. (wines), weekly *sa*, thru Cesana & Assoc., San Francisco.

WQXR, New York

Joseph Martinson & Co., New York (coffee), 5 *sp* weekly, 5 weeks, thru Al Paul Lefton Co., N. Y.

Witty Bros., New York (men's clothes), 2 *sp* weekly, 4 weeks, thru Norman D. Waters & Assoc., N. Y.

PM, New York (newspaper), 186 *sa*, 2 weeks, thru Compton Adv., N. Y.

Schrafft's Stores, New York (restaurants), 6 *sp*, 6 *sa* weekly, direct.

KOA, Denver

P. Lorillard Co., New York (Sensation), 2 *t* weekly, thru Lennen & Mitchell, N. Y.

Red Dot Oil Co., Denver (Seiberling tires), 4 *sa* weekly, thru Ted Levy Adv. Agency, Denver.

WGAR, Cleveland

Walgreen Co., Chicago, 15 *sa* weekly, thru Schwimmer & Scott, Chicago.

Vick Chemical Co., New York (inhaler, cough drops), 9 *sa* weekly, thru Morse International, N. Y.

Toledo Plate & Window Glass Co., Cleveland, weekly *sa*, direct.

Tip Top Brewing Co., Cleveland, 9 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Texas Distributing Co., New York (gasoline), 14 *sa* weekly, thru Lang, Fisher & Kirk, Cleveland.

Pierce's Medicines Inc., Chicago, 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Beaumont Labs., St. Louis (4-Way), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Bathasweet Corp., New York, 3 *sa* weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.

Fels & Co., Philadelphia, 6 *sp* weekly, thru S. E. Roberts Inc., Philadelphia.

E. I. DuPont de Nemours Co., Wilmington (anti-freeze), 3 *sa* weekly, thru BBDO, N. Y.

WINX, Washington, D. C.

Gambarelli & Davitto, New York (wine), 6 *sp* weekly, thru DeBiasi Adv. Agency, N. Y.

Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 *ta* weekly direct.

National Brewing Co., Baltimore, 6 *sp* weekly, thru D. Stuart Webb Adv. Services, Baltimore.

Christian Heurich Brewing Co., Washington, 48 *sa* weekly, thru Romer Adv. Service, Washington.

Dr. Pepper Bottling Co., Washington (soft drink), 10 *sa* weekly, thru Romer Adv. Service, Washington.

WBT, Charlotte, N. C.

Merchants Fertilizer Co., Charleston, S. C., 3 *sp* weekly, thru Nachman-Rhodes, Augusta.

Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Wis., 2 *sa* weekly, thru Campbell-Ewald, Detroit.

Wesson Oil & Snowdrift Sales Co., New Orleans, 28 *sa*, thru Fitzgerald Adv. Agency, New Orleans.

WOWO-WGL, Fort Wayne

Standard Oil Co. of Indiana, 156 *ta*, thru McCann-Erickson, Chicago.

P. Lorillard Co., New York (Sensation), 26 *t*, thru Lennen & Mitchell, N. Y.

Smith Bros., Poughkeepsie, N. Y. (cough drops), 69 *sa*, thru Brown & Tarcher, N. Y.

N
KGIR
KPFA
KRBM
"This is a little unusual . . . but then, getting two extra stations for the price of one is unusual, too!"

Montana Broadcasters, Box 1956, Butte, Montana **Pd. Adv.**

WGN, Chicago

Tunis Johnson Cigar Co., Grand Rapids, Mich. (Van Dam), 6 *sa* weekly, thru Spector-Goodman Adv., Chicago.

Wieboldt Stores, Chicago (department stores), 5 *sp* weekly, thru Needham, Louis & Brorby, Chicago.

Charles A. Stevens Co., Chicago (department store), weekly *sp*, direct.

San Alto Cigar Co., Chicago, 2 *sa* weekly thru Spector-Goodman Adv., Chicago.

Salerno-Megown Biscuit Co., Chicago, 4 *sa* daily, thru Schwimmer & Scott, Chicago.

Coca Cola Bottling Co., Chicago, 12 *sa* weekly, for 52 weeks, thru William B. Wisdom Inc., New Orleans.

Rubber Mfrs. Assn., N. Y., 6 *sa* weekly, thru Simpers Co., N. Y.

Citrus Concentrates Co., Dunedin, Fla. (orange juice), 7 *sa* weekly, thru Newby, Peron & Flitcraft, Chicago.

WPTF, Raleigh

Yager Liniment Co., Baltimore, *sa* series, thru Harvey - Massengale, Durham, N. C.

Carolina Baking Co., Greensboro, N. C. (Oh Boy bread), 297 *sa*, thru Freitag Adv. Agency, Atlanta.

Armour Fertilizer Works, Atlanta, *sa* series, 13 *t*, thru Gottschaldt-Humphrey, Atlanta.

Chilean Nitrate Educational Bureau, New York (fertilizer), 22 *t*, thru O'Dea, Sheldon & Canaday, N. Y.

Manhattan Soap Co., New York (Sweetheart), 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

Smith Douglas Co., Norfolk (fertilizer), 102 *sp*, thru Lawrence Fertig Co., N. Y.

Robertson Chemical Corp., Norfolk (fertilizer), 78 *sp*, direct.

BC Remedy Co., Durham, N. C. (proprietary), daily *sp*, thru Harvey-Massengale, Durham.

KPO, San Francisco

California Grown Sugar Group, San Francisco, 2 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Standard Oil Co. of Cal., San Francisco, 14 *sa* weekly, thru McCann-Erickson, San Francisco.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura), 12 *sa* weekly, thru Atherton & Currier, N. Y.

Pacquin Inc., New York (hand cream), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.

Mission Packing Co., Los Angeles (fruit), 6 *sa* weekly, thru Dana Jones Co., Los Angeles.

Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 5 *sa*, thru H. W. Kastor & Sons, Chicago.

Southern Pacific Co., San Francisco, 4 *t*, thru Lord & Thomas, San Francisco.

KDYL, Salt Lake City

U. S. Playing Card Co., Cincinnati, 78 *sa*, thru J. Walter Thompson Co., New York.

Wesson Oil & Snowdrift Sales Corp., New Orleans, 312 *sa*, thru Fitzgerald Adv. Agency, New Orleans.

WIND, Gary, Ind.

National Remedy Co., New York (Ea-Ar-Co.), 5 *sa* weekly, thru Kleppner Co., N. Y.

Gruen Watch Co., Cincinnati, 21 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.

WDZ, Tuscola, Ill.

Ace Photo Locket Co., Lincoln, Neb. (mail order jewelers), 26 *sa*, thru Allen & Reynolds, Omaha.

Western Stationery Co., Topeka, 6 *sa* weekly, 13 weeks, thru Shaffer Brennan Margulis Adv. Co., St. Louis.

KGO, San Francisco

California Grown Sugar Group, San Francisco, *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

WHN, New York

Adam Hat Stores, New York, 17 *sa* weekly, thru Glicksman Adv., N. Y.

Radio Advertisers

AUTO CRAFT TRAINING CO., Chicago (technical school), on Nov. 27 started a 26-time thrice-weekly five-minute program, *Country Gentlemen*, on WDZ, Tuscola, Ill. In addition in mid-November the firm started a thrice-weekly quarter-hour transcribed program on KMA, Shenandoah, Ia., and a thrice-weekly five-minute program on KPIC, Sharon, Pa. First United Broadcasters, Chicago, placed the account.

MORRIS PLAN BANK, Fort Wayne, Ind., is using a total of 300 thrice-daily spots on WGL, Fort Wayne, running until March 7, 1941, when the bank resumes sponsorship of the *WGL Spelling Bee*, broadcast in cooperation with Allen County schools.

JOY CANDY SHOPS, Chicago (chain), is using a varied schedule of spot announcements on WJJD and WAAF, Chicago, WIND, Gary, Ind., and WROK, Rockford, Ill. Malcolm-Howard Adv. Agency, Chicago, placed the business.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), recently started six weekly quarter-hour programs featuring *Dusty Miller and His Hillbilly Band* on WTRY, Troy, N. Y. Agency is Rogers & Smith, Chicago.

F. L. KLEIN NOODLE Co., Chicago (Egg Noodle soup), on Dec. 2 started a daily spot campaign on WCFL and WAAF, Chicago, and WIND, Gary, Ind. Martin A. Pokrass, Chicago, placed the business.

HAMILTON CARHARTT Ltd., Toronto, is currently testing broadcasting with an exclusive series on CKNX, Wingham, Ont., using the *CKNX Saturday Night Barn Dance*. Account is placed by the Tandy Adv. Agency Ltd.

MOORE'S Inc., San Francisco (men's clothing store chain) conducted a concentrated radio campaign on four San Francisco and Berkeley stations for two weeks ending Dec. 14 on its wide variety of Christmas merchandise. Spot announcements were used on KGO KJBS KSFO KRE. Account was placed by Long Adv. Service, San Francisco.

HALE BROS., Northern California's largest department store chain, when it recently changed the name of its Oakland store, previously known as Whitthorne & Swan, to Hale Bros., it conducted a heavy two-week radio campaign on six San Francisco and Oakland stations — KROW KLX KFRC KGO KSFO KPO—to acquaint the public with the change. Several chain-break spot announcements or one-minute transcribed spots were used daily on each station The account was placed through the Theodore H. Segall Adv. Agency, San Francisco.

SOUTHERN PACIFIC Co., San Francisco (transportation), in a special pre-holiday radio campaign in latter November, stressed the comforts of rail travel when traveling home for Christmas and New Year's, when it purchased a large series of one-minute transcribed announcements on five San Francisco stations —KPO KSFO KFRC KJBS KYA. Account was placed through Lord & Thomas, San Francisco.

HIRSCH & KAYE, San Francisco (opticians), conducted a concentrated Christmas sales spot radio campaign to push motion picture cameras and equipment from Nov. 30 through Dec. 15 on five San Francisco stations—KSFO KGO KPO KJBS KYA. Account was placed through Long Adv. Service, San Francisco.

WALGREEN DRUG STORES, Chicago, (chain) consistent users of local radio, for the week of Dec. 18 will run a special Christmas campaign of 204 spot announcements on WGN and WJJD, Chicago, and WIND, Gary, Ind. Schwimmer & Scott, Chicago, is agency.

CADILLAC MOTOR CAR Division, Chicago, on Dec. 2 started five weekly 5-minute news periods *Fact and Fancy*, featuring John Harrington, on WBBM, Chicago. On same date firm started a varying schedule of spot announcements on WJJD, Chicago, and WIND, Gary, Ind. Account was placed direct.

ORGILL BROS., Memphis distributor for Philco radios, is sponsoring five news programs daily, six days a week, on WMPS, Memphis, described as one of the largest contracts in Memphis history. Negotiations were handled by S. H. Shobe, of Orgill, and Harold Krelstein, WMPS commercial manager.

GENERAL SEAFOODS, Halifax, N. S. (40 Fathom Fish), has started musical announcements for 26 weeks on CBL, Toronto; CKSO, Sudbury, Ont.; CFRC, Kingston, Ont.; CKLW, Windsor, Ont. Account placed by Alley & Richards Co., Boston.

Perfume Using 32

A SHORT pre-Christmas campaign has been released for Compagnie Parisienne Inc., San Antonio (perfume) by Northwest Radio Advertising Co., Seattle, according to Edwin A. Kraft, agency president. The campaign calls for 12 five-minute periods on these 82 stations: WJR, WHO, WBBO, WAAF, WAAT, WIBC, KMPC, KQW, KIRO, WMMN, WORL, KWJJ, WNEW, KINY, WRVA, KLX, WCFL, WJJD, KROW, WCAR, KSL, KSFO, KOH, KMA, KGER, WGR, WMIN, WEW, KFBK, KXA, KHQ, KFBI, WISN, KFEL, WOWO, WELI, KTRC, KMTR, KYA, KVOR, KFNF, KSRO, KFEQ, KGHL, WPEN, KSAL, WWL, KJBS, KGGF, KOAM, KOWH, KSEI, KSOO, KTFI, KWKH, KXOK, WADC, WAGA, WAKR, WBCM, WCAE, WCPO, WDEL, WDGY, WDOD, WFBL, WFBM, WFEA, WFIL, WGAN, WHB, WHIO, WINN, WLAC, WSB, WTAQ, WTAR, WTCN, WWVA, CKLW, WPTF, WSPR.

FLAG PET FOOD Corp., New York, on Dec. 8 started 52-week sponsorship on WMCA, New York, of a Sunday noon program featuring the De Marco Quins, a group of sisters aged 6 to 15, three of whom have been guest vocalists on various programs for the past five years. Agency is Sternfield-Godley, New York.

R. B. CLOTHING Co., Chicago (wearing apparel), on Dec. 26 starts for 52 weeks a daily quarter-hour participation on *Eddie Chase Off the Record*, transcribed musical show on WIND, Gary, Ind. In addition, firm is currently sponsoring six-weekly quarter-hour programs on *Mythical Ballroom* on WAAF, Chicago, and a thrice-weekly quarter-hour program on *Make Believe Ballroom* on WGN, Chicago. Auspitz & Lee, Chicago, handles the account.

EDWIN L. MORRIS, sales promotion vice-president of Pabst Brewing Co., Chicago, has been named vice-president in charge of advertising and sales promotion. Clifford H. Wolfe, assistant advertising manager of Swift & Co., has joined Pabst to assist Mr. Morris.

PARISIAN TAILORS, Philadelphia (men's clothing), sponsoring a weekly half-hour children's program on WPEN, Philadelphia, adds six additional hours weekly to its schedule in taking over sponsorship of the nightly *Night Club of the Air* conducted by Joe Dillon. Account is handled direct.

FLAMINGO SALES Co., Hollywood (finger nail polish), through Milton Weinberg Adv. Co., Los Angeles, is planning an extensive West Coast spot announcement campaign to start in early January.

"THE STEERING IS OKAY NOW"
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

WITH YOUR SAFETY at stake, the reliable mechanic is careful about the condition of your car. With the success of marketing plans at stake, we take particular pains in delivering information on which you can rely.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO
520 N. Michigan Ave.
SUPerior 8659

NEW YORK
341 Madison Avenue
Murray Hill 9-6084

DETROIT
New Center Building
Madison 7889

ST. LOUIS
455 Paul Brown Building
Chestnut 4154

LOS ANGELES
Chamber of Commerce Bldg.
Prospect 3584

SAN FRANCISCO
608 Russ Building
Douglas 3188

PAN-PACIFIC ICE ARENA, Los Angeles (ice skating), sponsors a nightly quarter-hour remote program from the rink on KMPC. In addition five similar broadcasts are sponsored weekly on KFAC, with three afternoon remotes each week on KFWB. Spot announcements are also being used on KFAC and KFWB. Allied Adv. Agencies, Los Angeles, has the account.

WEST PICO FURNITURE Co., Los Angeles (retail), in a southern California winter campaign, is currently using a total of 132 spot announcements weekly on KFAC, KGFJ, KFWB, KFOX. Allied Adv. Agencies, Los Angeles, has the account.

NELSON FURNITURE Co., Los Angeles (retail), through Allied Adv. Agencies, that city, is currently using 21 spot announcements weekly on KMPC, Beverly Hills, Cal., and a similar number on KFOX, Long Beach, Cal.

CALIFORNIA FEDERAL SAVINGS & LOAN Assn., Los Angeles, was to start participation thrice-weekly in *Norma Young's Happy Homes* and twice a week in the Eddie Albright program on KHJ beginning Dec. 16. In addition the firm will sponsor a daily quarter-hour newscast on KGFJ, with spot announcements on KFAC and KMPC. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

PATTEN-BLINN LUMBER Co., Los Angeles, (largest lumber dealers in the world), new to radio, is sponsoring a thrice-weekly quarter-hour commentary program, *That's My Idea*, on KMPC. Beverly Hills. Contract is for 13 weeks, starting Dec. 2. Program, featuring Helen Sawyer as commentator, is designed to exploit services of the sponsor's property improvement plan. Wesley H. Porter Agency, Los Angeles, has the account.

IRRESISTIBLE FORCE!

Yes, and down here in Roanoke and western Virginia, where folks spend better than $400,000,000 at retail each year—there's something irresistible about WDBJ, too! Partly it's because we're the outstanding station in the territory. *Mostly* it's because we give our listeners what they like to hear. But *whatever* the reason, the fact remains that *only* WDBJ completely covers this free-spending market! May we tell you *all?*

WDBJ **ROANOKE, VIRGINIA**

FREE & PETERS, INC.
Exclusive National Representatives

***Owned and Operated by the* TIMES-WORLD CORP.**

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Station Break

WCOP, Boston, listeners, heard something new in the way of station breaks the other morning. At the conclusion of the *Studebaker Champions* show, sponsored by Harry B. Liggett, local distributor, Announcer Russell Offhaus opened the mike and announced in all seriousness, although quite unintentionally, "This is Station WCOP, with Studebakers in the Copley Plaza Hotel, in Boston."

SLAVICK JEWELRY Co., Los Angeles, consistent users of Southern California radio, is sponsoring a thrice-weekly quarter-hour of recorded music on KECA. Contract is for 13 weeks, starting Dec. 9. Firm in addition sponsors a weekly quarter-hour newscast on KECA; two announcements weekly, as well as daily participation in *Art's Baker's Note Book* on KFI, and 21 spot announcements each week on KMPC. Adv. Arts Agency, Los Angeles, has the account.

REGINALD RUMWELL of the sales staff of International Business Machines Corp. in San Francisco and manager of the company's exhibit at the Golden Gate Exposition 1939-40, has been promoted to advertising manager of the company, succeeding Arch Davis, now IBM executive secretary.

MAURICE BALL, Los Angeles (furriers), seasonal users of radio, in a three months campaign ending Feb. 28, is using one and three spot announcements weekly on KECA and KHJ, respectively. Other Southern California stations will be added Nellie Walsh Adv. Service, Los Angeles, has the account.

AUSTIN STUDIOS, Los Angeles (Pacific Coast photographic service) in a five weeks pre-Christmas campaign ending Dec. 20, is using six spot announcements weekly on KGO, San Francisco and KNX, Hollywood. Chet Petersen Adv., Los Angeles, has the account.

SEAL-COTE Co., Hollywood (finger nail polish preserver), newly organized, in a California campaign, on Jan. 1 starts for 26 weeks live spot announcements thrice weekly on KFI, KECA, KSFO, KGO, KPO. As markets are established, other stations will be added. Milton Weinberg Adv. Co., Los Angeles, has the account.

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla. (Diamond D-X Gasoline and Oil), on Dec. 8 started for 52 weeks seven weekly quarter-hour news periods on WDZ, Tuscola, Ill. R. J. Potts & Co., Kansas City, placed the business.

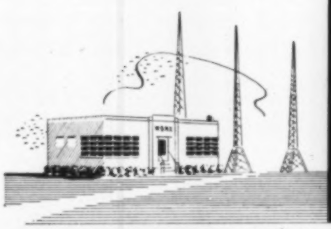
WLS SALESMAN A. N. (Pete) Cooke is congratulated on his 25 years of service with *Prairie Farmer-WLS*, Chicago, organization by William Cline, WLS commercial manager. Cooke joined *Prairie Farmer*, America's oldest farm paper (100 years) as a space salesman in 1916, and was transferred to WLS sales when the radio station was acquired in 1928 by Burridge Butler, publisher. Pete celebrated his silver anniversary Thanksgiving Day.

BANK'S BIG DRIVE
Buys All Available Sustaining Time on KFWB

COAST FEDERAL SAVINGS & Loan Assn., Los Angeles, during the annual re-investment period, will sponsor all available sustaining time on KFWB, Hollywood for 30 days starting Dec. 23. Firm on that date also starts sponsoring the five-weekly quarter-hour commentary program, *Newsreel of the Air*, on KMPC, Beverly Hills, remoting it from a specially built studio in Downtown Newsreel Theatre, Los Angeles.

On a scattered schedule, participation is to be used in *Art Baker's Notebook*, *Agnes White's California Homes*, *Bridge Club* and *Mirandy* programs on KFI. Participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, has been contracted for three weeks. In addition, spot announcements will be used on KHJ KFI and KHJ, with other radio planned. Agency is Robert F. Dennis Inc., Los Angeles.

ARCH OBOLER, Hollywood writer, has been given blanket permission to adapt any of the Somerset Maugham stories to radio. First adaptation is to be *Of Human Bondage*.


Directional over New York

Now! **5000 WATTS** DAY *and* NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

AGENCY Appointments

MINNEAPOLIS BREWING Co. (Grain Belt Beer), to BBDO, Minneapolis. Using spot announcements and several programs.

MANY, BLANC & Co., Chicago (DuBouchett cordials), to W. L. Black Adv. Agency, Reading, Pa., to handle all advertising for cordials in monopoly States.

GILBERT FOOD Corp., New York, to Erwin, Wasey & Co., New York, for Natural Apple Juice. Started Dec. 12 on WOR, Newark, with four times weekly participations on the Alfred McCann *Pure Food Hour*.

COMMERCIAL SOLVENTS Corp., New York, to Geare-Marston, Philadelphia, for Norway Anti-Freeze. Company uses transcribed spot announcements on large list of stations every fall.

BAUER & BLACK, Chicago, for all products except Blue Jay corn plasters and Velure hand lotion, to J. Walter Thompson Co., Chicago.

KIRSTEN Co., Seattle, Wash. (Kirsten pipes and ladies cigarette holders), to Pacific National Adv. Agency, Seattle.

GRIESEDIECK WESTERN Brewery Co., Belleville, Ill. (Stag beer), to Gardner Adv. Co., St. Louis. Radio to be used.

VALIANT DISTRIBUTING Co., Los Angeles (books), to Chet Petersen Adv. Agency, that city. Radio to be used along with other media.

FELTMAN & CURME STORES Co., Chicago (shoes), to Advertising Arts Agency, Los Angeles, for Southern California territory only. Currently sponsoring 7 participations weekly in *Rise & Shine* on KHJ, Los Angeles, in a test campaign.

SERTA ASSOCIATES Inc., Chicago (mattresses), to Weiss & Geller Inc., Chicago. No radio plans at present.

CULINART PRODUCTS Inc., Chicago (Royal Lemon Cleanser), new to radio, to Martin A. Pokrass, Chicago. On Dec. 2 started varying schedule of spot announcements on WCFL WJJD WAAF.

ACACIA MUTUAL LIFE, mortgage loan division, Washington, to Henry J. Kaufman, Washington, for promotional campaign on mortgage loans. Campaign will be confined to Washington and vicinity.

CAPITOL BRAND MATTRESS, Washington, to Henry J. Kaufman, Washington, using newspapers and local radio.

WHALEN STORES, Washington division of Kay Jewelry (women's wear) to Henry J. Kaufman, Washington.

BENSON & HEDGES, New York, to Maxon Inc., New York, for Virginia Rounds, Debs and Parliament cigarettes. No media plans have been announced.

TOWER BRAND YARN Corp., New York (Plyon crochet yarn) to S. Duane Lyon Inc., N. Y., said to be using radio.

LIEBMANN BREWERIES, Brooklyn, to Young & Rubicam, N. Y.

DEARBORN PRODUCTS Inc., Chicago (drug manufacturer), to Neal Adv. Agency, Chicago. Radio contemplated.

ECKHARDT & BECK BREWING Co., Detroit (E & B Beer and Ale), to BBDO, Chicago. No definite radio plans at present.

DIADEM Inc., Leominster, Mass. (hair retainers), to Badger & Browning, Boston. Radio considered.

WM. T. THOMPSON Co., Los Angeles (All Vitamins) to Gerth-Knollin Adv. Agency, Los Angeles. Radio used.

HECKER PRODUCTS Corp., New York to Maxon Inc., New York, for H-O Oats, Hecker's Farina, Force cereals; Leo Burnett Co., Chicago, for Ceresota, Heckers, Aristos and Presto flours.

BEMAX LABS, Bloomfield, N. J. (Vitamins, sold thru Ritchie & Janvier), to Atherton & Currier, N. Y. Radio used.

MICHIGAN MUSHROOM Co., Niles, Mich., to Mitchell-Faust Adv. Co., Chicago. Radio used.

WARWICK CLUB Ginger Ale Co., West Warwick, R. I., to Lanpher & Schonfarber, Providence, R. I. Radio used.

B. F. GOODRICH Tire & Rubber Co., Akron (tires), to BBDO, N. Y., effective Feb. 1, 1941. Radio plans are undecided.

CONTINENTAL BRIAR PIPE Co. Inc., Brooklyn (Royal Duke Pipes), to Maxon Inc., New York. Radio plans have not been announced.

More Cal. Sugar Spots

CALIFORNIA Grown Sugar Group, San Francisco (sugar products) a newly-formed group using radio for the first time [BROADCASTING, Dec. 1], has added seven California stations to its educational and institutional campaign. Besides KNX and KFI, it is using KPO KGO KMJ KERN KSFO KTMS KFXM. The campaign is for 52 weeks. Participating sponsorship on home economics programs has been purchased on all stations except KFXM, where announcements are used. Account is handled by Botsford, Constantine & Gardner, San Francisco.

Raleigh Test on WJZ

BROWN-WILLIAMSON Tobacco Corp., Louisville, will start on Jan. 3 a 13-week test series on WJZ, New York, for Raleigh cigarettes. Titled *Discoveries of 1941*, and heard Tuesdays 7—7:30 p.m., the program will feature Bobby Byrne's orchestra and guest artists. Also included will be a Name-a-tune contest, in which each week a new untitled BMI tune will be played. The listener submitting the best title will receive $50. in cash; a share of the royalties, and name on the sheet music as author of the title. If the test series is successful, the show will go network. BBDO, New York, is the agency.

New Shortwave Account

J. B. WILLIAMS Co., Glastonbury, Conn. (Aqua-Velva, Williams Shaving Cream), after a 13-week test has signed a one-year contract covering 1941 with WLWO, shortwave adjunct of WLW, Cincinnati, to broadcast Spanish news Mondays thru Fridays, 8:15-8:30 p.m. (EST), with Jorge Mayoral as commentator. Wilfred Guenther, WLWO general manager, also announces that the Crosley international station is carrying the Cincinnati Symphony concerts, with Hanley C. Hill as Spanish and Portuguese commentator.

Iron Fireman Queries Dealers

IRON FIREMAN Mfg. Co., Cleveland (heating equipment) in the December issue of its house organ, *The Iron Fireman*, announced that application blanks for the winter-quarter advertising expenditures, including radio, have been sent out to dealers. Costs on acceptable promotions during the winter advertising drive will be evenly divided between dealer and manufacturer.

FRIENDS IN NEED!

WAIR wins in the popularity election. They listen! They believe! They are WAIR's friends in need of your product. They'll BUY!

WAIR

Winston-Salem, North Carolina

National Representatives
International Radio Sales

Showmanship
THAT Sells IN THE
INTERMOUNTAIN
Market
KDYL
The POPULAR Station
Salt Lake City
National Representative:
JOHN BLAIR & CO.
NBC
RED
NETWORK

BLACKSTONE ADDING AS TEST SUCCEEDS

AS A RESULT of successful test campaigns on 50,000-watt stations in various parts of the country, Blackstone Products, New York, has added ten more stations to the group already carrying quarter-hour and five-minute programs for its household remedies.

Among the programs currently sponsored are *Grand Ole Opry* on WSM, Nashville; *Brush Creek Follies*, KMBC, Kansas City; *John B. Hughes*, KHJ, Los Angeles, KFRC, San Francisco, and KGB, San Diego; *Guy Savage* news, WGN, Chicago. More stations will be added after the first of the year, according to Raymond Spector Co., New York, agency in charge.

Plan Hits Network Discs, Artists

(*Continued from page 62*)

ing to permit them on their facilities. Stations are compelled to use "inferior transcriptions," he alleged, by virtue of the network hold.

Pursuing his argument that the networks "suppress and restrain" development of spot broadcasting via transcription, Mr. Catchings charged that they supply discs at cut prices and otherwise employ tactics designed to discredit the medium. In the case of NBC, he said, advertisers desiring to record programs are required to use NBC-RCA recording facilities. CBS, on the other hand, permits programs to be taken off the line by independent transcribers.

The only deviation from the NBC policy, Mr. Catchings said, came when G. W. Hill, president of American Tobacco Co., insisted upon the right to record certain of his NBC programs and made the arrangement with David Sarnoff, RCA president and NBC board chairman. When transcription companies sought similar privileges for other accounts, NBC was quoted as having stated that the American Tobacco incident was not a precedent but was simply a matter "between Hill and Sarnoff."

Asked what type of regulation he would like to see, Mr. Catchings said that he thought the FCC should draft regulations preventing any network from entering the transcription business and that transcription companies likewise could be blocked from entering the network field. Under such a process, he contended, competition would develop, programs would improve and local stations would be strengthened.

Mr. Catchings also advocated modification of option-time contracts now enjoyed by networks, so that when time is sold for a transcription series, the network cannot exercise its option. He suggested a "first come, first served" formula.

There's a Difference

In urging elimination of the announcement requirement before each recorded transcription, Mr. Fisher said a definite "stigma" attaches to use of the words "mechanical reproduction." Phonograph records of inferior quality, as distinguished from transcriptions made exclusively for broadcast purposes, are thrown into the same category, he argued.

Chairman Fly, however, held that while he had the greatest respect for the transcription business, he saw no reason why the public "should not be let in" on the type of rendition. Commissioner Case observed that the problem of the transcription industry was to sell the quality of transcriptions to the public as equal to or superior to those of live renditions.

Martin Gang, New York and Hollywood attorney, was the only advocate to argue regulatory restrictions against network participation in the artist booking field. He proposed special regulations which would prevent licensees of stations or networks, or any persons associated with them, from entering into contracts with performers and establish an exclusive affiliation relating to their employment in the broadcasting of commercial programs and which would prevent them from acting as agent or representative for other bookings. His proposed regulations would not prevent licensees or networks from entering into employment contracts relating to sustaining programs.

Declaring he represented independent artists' representatives in the principal talent centers, Mr. Gang asserted that the networks have used their economic power and weight to set up bureaus to compete with independent artists' services. He said his group did not like this development because the networks "are in a position to put us out of business," purportedly acquiring that power by virtue of their Government licenses. Government franchises, he argued, should not be employed to procure control of the talent supply.

Claims a Monopoly

Alleging that NBC and CBS "absolutely control the concert situation in the United States," he said these organizations recently discovered that it is possible to get management contracts so that artists pay, instead of get paid, for employment. He said the networks entered the field through absorption of original companies and have procured practical monopoly of announcers as well as concert performers.

WOR and WGN, key outlets of MBS, also were described as participants in this talent activity. He charged that the networks even resorted to pressure on night clubs to employ their managed talent if broadcast pickups were to be made. He argued that the conflict of interest between the network as a user of talent and the network's artists bureau as a booker of talent was fundamental and that artists "cannot serve two masters."

Philip J. Hennessey, chief counsel for NBC, in his rebuttal disagreed with the contentions of the representatives of the transcription companies and of the artists. Apropos the Catchings arguments,

NBC STATION

WTCN

ST. PAUL MINNEAPOLIS

Offers Advertisers

MERCHANDISING HELP

Assistance of 28 men and women of the combined merchandising departments of the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune.

Standard Market Data . . . WTCN coverage areas, number of families, number of radios, annual retail sales, etc.

Route lists of Trades for Salesmen.

Mail Notification to Trade of Spot Campaigns — Postage at advertisers' expense.

Special Surveys.

Distribution of Posters, Counter Cards, etc.

Audition facilities at disposal of advertiser to acquaint trade with new campaigns.

Printing of Broadsides, Inserts, etc., at advertisers' expense.

FREE & PETERS, Inc.
National Representatives

NEW YORK
CHICAGO
DETROIT
LOS ANGELES
SAN FRANCISCO
ATLANTA

WTCN is owned and operated by the St. Paul Dispatch-Pioneer Press and the Minneapolis Tribune and Times-Tribune.

KSCJ SIOUX CITY IOWA

The JOURNAL

5000 WATTS DAY
1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

BEAUMONT'S

KFDM

NBC BLUE

FULL TIME — 560 KC
1000 WATTS

CENTERED IN THE VERY HEART OF TEXAS' BOOMING GULF COAST INDUSTRIAL AREA

REPRESENTED BY
HOWARD H. WILSON COMPANY

he declared that AMP's concern is involved in the music problem precipitated by ASCAP—one in which the FCC has no business. He described it as a matter for the Department of Justice, declaring that so long as network service complies with standards of public interest the FCC has no authority under the Act "to punish anyone."

Extent of Contracts

A. L. Ashby, vice-president and general counsel of NBC, after a colloquy with Chairman Fly on the transcription regulation aspect, asserted that the main reason NBC does not permit other transcription companies to make off-the-line recordings was that "we do not know why we should give our facilities to a competitor." He disagreed with the contention that NBC deliberately sought to undermine the transcription market as to price. Asked by Chairman Fly why the sponsor, who buys the network's facilities, cannot do what he likes about recording his talent for other use, Judge Ashby asserted that the sponsor's contract covers only network time.

In the artist field, Mr. Hennessey said that of some $100,000,000 a year spent by radio for artists, only about 4% has gone to NBC's artists service, with the remainder to independent talent agents. He said there are some 200 other agents from whom to choose, many of them with more clients than NBC. Of all talent used on NBC, about 67% comes from the "outside," 5% from other agents and 28% from NBC's own artists service. He insisted the artists themselves have been responsible for the development of the NBC service and that they have solicited management by that network.

WNBH Ready to Open New Harbor Transmitter

LOCATED right in the harbor at New Bedford, Mass., the new transmitter of WNBH will be dedicated Dec. 18. The plant, built at a cost of $12,000, includes a 375-foot half-wave Blaw-Knox self-supporting antenna, with 250-watt RCA transmitter. The dedication program includes local and Yankee Network talent.

Submarine cables carry impulses from studio to transmitter. Cables are laid more than 1,000 feet in trenches on the harbor bottom. Two motor launches will provide transportation for operators. Ground connections terminate in salt water. An expansion amplifier in the transmitter can take care of possible FM operation in the future, with radiator atop the tower. The plant also contains transmitters for both the New Bedford and Fairhaven police.

FOR THE SECOND year WGAR, Cleveland, is conducting a Christmas promotion designed to stimulate purchase of new sets by collecting used receivers for repair and distribution to welfare institutions and needy families. Under the cooperative plan, the local chapter of Radio Servicemen of America makes the repairs, with Goodwill Industries picking up the old sets donated by listeners and the Cleveland Welfare Federation handling distribution just before Christmas. As radios start pouring into Goodwill Industries headquarters, WGAR Manager John F. Patt (center) examines a set held by Rev. Warren Baker, head of Goodwill Industries, while Edward Lynde, secretary of the Welfare Federation, looks on.

Edward F. McGrady

(Continued from page 57)

dent Roosevelt. After the election of Mr. Roosevelt, Mr. McGrady became one of Gen. Hugh Johnson's assistants in the now defunct NRA. While holding this position he was named Assistant Secretary of Labor, in which position he gained nationwide recognition for his clear-headed handling of several delicate strike situations.

While Assistant Secretary of Labor Mr. McGrady became known as the Government's trouble shooter whenever a big strike occurred. He was on the scene at every big strike during that three-year period. These included the general strike in San Francisco, the building service strike in New York City, and the various strikes in the Toledo district.

And it was an outgrowth of the latter that McGrady gained what many of his friends term his most deserved recognition. It was popularly termed "The Toledo Plan".

During 1934 and the first part of 1935 Toledo experienced a flurry of strikes. The labor disputes were widely publicized and many citizens became alarmed over the reputation their city was accquiring as a result. They asked McGrady if he could do something about it. He suggested the plan which has become a model for many other cities.

Briefly it consists of a board composed of representatives of the community-at-large rather than any faction or group, with no authority to order anyone to do anything, but which meets with labor and employer in an effort to iron out their differences.

When it was announced that McGrady was to take this new advisory position with the Government it was generally acclaimed in the press. His office was swamped with congratulatory messages. The *Washington Daily News*, a Scripps-Howard paper had this to say editorially:

"... When labor disputes threaten defense production, it will be a satisfaction to know that this veteran trouble shooter, domestic diplomat and practical philosopher, who has served labor, industry and Government with equal success, is on hand. If Industry and labor will both subscribe to the philosophy of this shrewd and resourceful veteran, no swinging of Governmental big sticks will be needed to see this country thru the change over from a normal peace time operation to a hurry up preparedness regime."

Naturally, radio is proud that it is able to claim Ed McGrady as one of its own, prouder still that he can serve the Government in this critical time. In this connection, few have caught the spirit of an industry faster than he has with radio. He quickly grasped the fundamentals and is conversant with all the intricate problems that stem from its operation.

Mr. McGrady has little time for much beside his work and family, which now consists of two daughters and three grandsons . . . his pride and joy. One grandson will graduate this year from a pre-medical course while the others are still in grammar school. From now on he will even have to cut short the happy hours he usually spends with them. For holding down the two jobs that will be his can hardly be called a one man task.

Mr. McGrady is a member of the National Press Club in Washington.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives

HELEN ADAMS
conducting
"LET'S HELP YOU KEEP HOUSE"
Five Days a Week on ST. LOUIS KWK

Agencies

TOM LYNCH, formerly a member of both the radio and the research departments of Wm. Esty & Co., New York, has been appointed time buyer of the agency, succeeding Al Taranto, who has resigned to become time buyer of Ted Bates Inc., New York.

J. H. NORTH, time buyer of Aubrey, Moore & Wallace Inc., Chicago, is the father of a boy, John Duncan, born Nov. 18.

EDNA ERICKSON, for the last five years space buyer of Campbell-Mithun Inc., Minneapolis, and previous to that space buyer for BBDO in Minneapolis, on Nov. 15 joined the contract department of BBDO, Chicago.

S. R. GORDON, formerly of W. Horn & Co., accountants, has joined Ward Wheelock Co. as manager of the New York office. Diana Bourbon continues as the executive in charge of radio in New York.

T. PARK HAY, formerly account executive of Federal Adv. Agency, New York, has joined Campbell-Ewald Co., New York, in a similar capacity.

DAVID C. THOMAS, president of Husband & Thomas Co., New York, advertising agency which was discontinued in 1939, has reorganized the company with new offices at 350 Madison Ave. Associated with him as vice-president is H. L. Kneeland, former vice-president in the original agency. Radio accounts, none of which has yet been announced, will be handled by Mr. Thomas.

A. O. DILLENBECK has resigned as executive vice-president and director of Buchanan & Co. Inc., New York. After a vacation he is expected to announce future plans.

WILLIAM DIAGE, account executive of Glasser-Gailey & Co., Los Angeles agency, has taken a leave of absence to join the Marines. Robert Smith, also an account executive of that agency, has joined the Army Air Corps.

CHET PETERSEN, formerly account executive of KFOX, Long Beach, Cal., and KRKD, Los Angeles, has established his own advertising agency, under the firm name of Chet Petersen Adv., with offices at 815 S. Hill St., in the latter city.

LEO E. COUTT, formerly production manager of Milton Weinberg Adv. Co., Los Angeles, has joined the Sidney Garfinkel Adv. Agency, that city, in a similar capacity. In addition, he has taken on the duties of time buyer.

WANTED... in "America's Money Belt"
4,015,400 Gallons of Gasoline Every Day!
GAS
WNAX
KRNT
WMT
KSO
SO. DAK.
NEBR.
IOWA
WATERLOO
CEDAR RAPIDS
DES MOINES
ILL.
NOTE: Estimates based on survey by a major oil company show that over 1,465,659,825 gallons of gasoline were sold in America's Money Belt last year. More will be sold this year.
WILL YOU SELL IT ?

In America's Money Belt people like to ride. But it's not "Old Dobbin" they're hitched to. They hurry behind sleek horses of steel! And what appetites *these* horses have, as they roam the cities, towns and farms, harnessed in the engines of more than two million cars, trucks and tractors. What's more, they won't go off to market or into fields without first receiving a satisfying meal of gasoline and oil, plus plenty of grease to keep their joints limber.

And that's not all — they require gear lubricants, tires, anti-freeze, batteries, spark plugs and other accessories. What a market for anyone who sells such things! You can figure out how many hundreds of millions of dollars the check runs to, if you wish—making the cash registers ring for our advertisers who feed these horses keeps us too busy to total this up.

And it's easy to let the Money Belt folks know what *you* sell. You can reach every nook and cranny of this rich area with The Cowles Stations—radio's four-way voice of America's Money Belt.

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Sales in "America's Money Belt"

Gasoline Gallons	1,465,659,825
Lubricating Oil Gallons	36,846,830
Tires (pass. cars)	2,660,915
Tubes (pass. cars)	2,850,980
Batteries (cars and trucks)	1,140,917

In "America's Money Belt" there are:

Passenger autos	1,583,878
Trucks (on farm)	127,497
Tractors	414,479

The Cowles Stations
WMT Cedar Rapids Waterloo ★ KRNT Des Moines ★ KSO Des Moines ★ WNAX Yankton Sioux City
Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa
Represented Nationally by THE KATZ AGENCY

Longstreth to C-P-P

EDWARD LONGSTRETH, free-lance script writer and previously in the radio departments of N. W. Ayer & Son and Pedlar & Ryan, New York, has been appointed to the newly-created position of radio director of Colgate-Palmolive-Peet Co., Jersey City. He will supervise and coordinate the company's broadcasting activities currently embracing nine network programs, seven of which are on CBS and two on NBC-Red. Well known as an author and magazine writer, Mr. Longstreth entered radio in 1929 as a free lance script writer, handling continuity and interviews for such programs as *Ipana Troubadours*, *Cavalcade of America*, the Thomas Edison series and *The Answer Man*.

MARJORIE SOUDERS, formerly a copywriter of McCann-Erickson, New York, and Jameson Campaigne, formerly with the Southwestern sales division of the Yardley Co., New York, have joined the radio department of Compton Adv., New York, as copywriters.

NORMAN STROUSE of the J. Walter Thompson Co., San Francisco, recently was elected president of the Advertising Golf Assn. of San Francisco.

LESTER A. LOEB ADV. Agency has moved its New York offices to 14 W. 40th St. New telephone is Bryant 9-8911.

H. C. VOGEL, for the last three years vice-president and radio director of Beaumont & Hohman advertising agency, Chicago, on Nov. 20 joined Reincke-Ellis-Younggreen & Finn Inc., Chicago, as account executive.

SIDNEY A. WELLS, art director of McCann-Erickson, Chicago, recently was awarded first, second and third prizes for his railroad miniatures which he entered in the Model Railroad Exhibit in Springfield, Ill.

FREDERICK P. BASSETT Jr., for the last two years writer for the National Syndicate Service, and previous to that with the William R. Harshe organization, Chicago, on Dec. 2 joined the publicity department of Hays MacFarland & Co., Chicago.

HAROLD S. SCHWARZ, for the last seven years president of the Van Patten Pharmaceutical Co., Chicago, has been appointed account executive of the Neal Advertising Agency, Chicago.

W. B. (Doc) GEISSINGER, formerly advertising manager of California Fruit Growers Exchange, Los Angeles, has joined the Hollywood staff of BBDO in an executive capacity. He is in charge of the new business division. Jack Smally continues as BBDO Hollywood manager.

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

DON FRANCISCO, recently resigned as president of Lord & Thomas, is planning to leave about mid-December for South America on a radio survey for the Latin American Commercial and Cultural Relations agency of the National Defense Council, of which Nelson Rockefeller is coordinator and Mr. Francisco a member of the four-man Committee on Communications.

CLINT FERRIS, formerly a vice-president and copywriter of H. W. Kastor & Sons, Chicago, has joined the copy department of Ted Bates Inc., New York.

GEORGE JELLENIK Jr., formerly assistant to Ira Hirschman, vice-president in charge of advertising and publicity for Bloomingdale's, New York department store, has joined H. W. Fairfax Adv. Agency, New York, in an executive capacity and will specialize in the programming of special television programs.

RAYMOND D. PARKER, formerly manager of the insurance advertising department of Cowan & Dengler, New York, and F. Kenneth Allston, formerly of Allston-Depew, New York art production company, have formed Parker-Allston Associates at 18 E. 48th St., New York. Company, although specializing in insurance accounts, also will handle general advertising. No radio department is planned.

LEO P. BOTT Jr. has announced his resignation, effective Dec. 31, as advertising and sales promotion manager of Filmack Trailer Co., Chicago, a firm producing moving picture announcement films. Mr. Bott formerly operated his own agency in Little Rock, Ark., and was associated with Harvey-Massengale Co., Atlanta, and Donahue & Coe, New York.

RUDOLPH BLOCK & ASSOCIATES, Los Angeles public relations service, has been appointed to handle Pacific Coast publicity of BMI.

Forms New Agency

DOROTHY LINDNER OMANSKY, widow of Jacob Omansky, one-time general manager of the *New York Post* and the *Philadelphia Record*, and herself for many years in media advertising, has opened The Lindner Agency at 280 Madison Ave., New York. Miss Lindner was formerly with Hearst Publications and previously assistant circulation manager of *Time* Magazine. She also worked for CBS. With Miss Lindner are L. V. Eastman, lawyer, as treasurer, and Theodore Peckham, founder of the New York Escort Service, as secretary. Full list of accounts will be announced after Jan. 1, 1941.

Gibbons Forms Agency

GIBBONS ADV. AGENCY, Tulsa, was established Dec. 1 by J. Burr Gibbons, vice-president and a major owner of Rogers, Gano & Gibbons. Leslie E. Brooks is vice-president, with Mrs. W. F. Cody as secretary. The agency will specialize in industrial accounts, though handling consumer goods business.

1. Fibber McGee and Mollie
2. Jack Benny
3. Information Please
4. Musical Americana
5. Fred Waring's Pleasure Time
6. Pot O' Gold
7. Ma Perkins
8. Vic and Sade
9. John B. Kennedy
10. Fitch Band Wagon and many others

Now
ON
KTSM
N.B.C.
EL PASO

Why Not Your Show, Too?

May We Send Complete Information?
Geo. P. Hollingbery Co. National Reps.

WHEN the 3,000th *Richfield Reporter* program was broadcast over 6 NBC-Pacific Red stations, sponsor executives, those of the agency handling the account and network representatives celebrated with a banquet. Event was also saluted by NBC with a half-hour program. At the banquet, among others, were (seated l to r), R. W. Raglund, chief counsel of Richfield Oil Co.; A. M. Kelly, vice-president in charge of manufacturing; Charles S. Jones, Richfield president; Don E. Gilman, NBC western division vice-president and F. A. Morgan, vice-president in charge of development for Richfield. Standing (l to r), are Julian O'Donnell, vice-president of Hixson-O'Donnell Adv., Los Angeles agency; Sydney Dixon, NBC Pacific Red sales manager; G. K. Breitenstein and Robert Hixson, president and vice-president, respectively of the agency.

Mace Reorganizes

MACE ADV. AGENCY, Peoria, Ill., will continue operating under direction of its present personnel, in compliance with a wish expressed by M. J. Matusak, founder and president, who died Dec. 1. Four members of the firm have purchased the agency from the founder's estate and will operate it as "a fitting memorial to the founder". Under the new setup John F. Fellay, president, will continue in charge of art and production; Robert J. Rice, vice-president, copy and radio; Olga Rummel, secretary, auditing and office management; Jay J. Keith, treasurer, client relations and space buying. Mr. Mace had been ill for a year. The agency has operated under his direction for 27 years.

Marketing Assn. Meeting

NATIONAL convention of the American Marketing Assn., to be held at the Stevens Hotel, Chicago, Dec. 26-28, has selected "How to Get More For Your Advertising Dollar" as its theme. Vernon B. Beatty, advertising manager of Swift & Co., Chicago, has been named chairman of the advertising sessions, which will feature discussions on radio, newspaper, magazine and outdoor display. Frank Stanton, research director of CBS, New York, will talk on the subject "Put More in Radio". Fred Dickenson, head of the Bureau of Advertising of ANPA, will discuss newspapers. Frank Braucher, of the Periodical Publications Assn., will speak on magazines, and F. N. McGehee, of Outdoor Advertising Inc., will talk on outdoor display.

Carroll S. Dejong

CARROLL S. DEJONG, 49, for the last 11 years account executive of the Phil Gordon Agency, Chicago, was killed Nov. 30 and his bride of a month critically injured in a collision when their car was struck by a freight train near Fowler, Ind.

Edith M. Lloyd

EDITH MARGUERITE LLOYD, 46, copy writer for Mitchell-Faust Adv. Co., Chicago, died Dec. 4 following a short illness. Before joining Mitchell-Faust Miss Lloyd was with Blackett-Sample-Hummert, and Roche, Williams & Cunnyingham, Chicago.

KXA, Seattle and KGY, Olympia, Wash., have appointed Burn-Smith Co. as national representatives.

Flu Tips

WITH the worst flu epidemic in the history of California since 1918 raging during early December, radio was again called into the emergency. Practically every station in the State was called upon by public health authorities to issue bulletins advising persons how to check colds and offer other precautionary measures to aid in eliminating the epidemic. To minimize and avoid possible panic, the information was issued during news periods, with the word epidemic eliminated from most copy.

KRSC-WINX Appoint

RADIO ADVERTISING Corp., station representative, has announced its appointment as national representatives of KRSC, Seattle, and WINX, new local outlet in Washington, D. C. In addition, Radio Advertising represents WHK and WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown; WIP, Philadelphia; WTOL, Toledo; WCAR, Pontiac, Mich.; KPAC, Port Arthur, Tex.; WOLF, Syracuse; WTSP, St. Petersburg; WJHL, Johnson City, Tenn.

Youngstown mills, operating at capacity, are enlarging to meet the demand. Cover this market of 350,000 best with . . .

WFMJ

FORMULA FOR STORES
WOR Survey Yields Tips on How to Use Radio

SURVEY of the use of radio made by department stores conducted in 14 cities by John P. Nell, retail account executive at WOR, Newark [co-author with Joseph Creamer, WOR promotion director, of "A Radio Formula for Department Stores", BROADCASTING, Aug. 1, 1940], has been issued by WOR as a 24-page booklet, written and illustrated with the light touch typical of Mr. Creamer's promotion pieces.

In addition to the 3,000 advertisers and agencies to whom WOR sent the booklet, the National Retail Dry Goods Assn. is sending copies to some 4,000 department stores, according to WOR, which says this piece is the first on the subject ever issued by a station. Brochure's five-point conclusion follows:

"Radio, properly administered by a department store, sells goods, stimulates store traffic, creates goodwill and extends the store's trading area.

"The majority of successful department store radio programs are on the air daily.

"The majority of successful department stores using radio are buying time on moderate or high-power stations.

"Radio must be given a fair trial Short term contracts are unfair to both the store and radio.

"Radio cuts the cost of other media by upping the effectiveness of those media."

MCA Radio Promotion Tieups

MUSIC CORP. of America, along with the usual advance publicity brochures it sends to local agents or theatre managers when it books an engagement for its talent, is sending out a separate press manual of six half-hour radio scripts as promotion for the Benny Goodman band. The manual was originated by Hal Davis and Les Lieber, publicity agents for Goodman, and is titled *Words About Music*, also the name of the agents' radio program recently on WOV, New York. The manager or agent upon a receipt of the scripts places them on a local station in conjunction with Goodman recordings, which the station would normally have on hand, a week or several days prior to the band's appearance.

1000 WATTS

WCAR

Proudly Points To Its

★ COVERAGE
IN A RICH MARKET
★ RESULTS
SO ECONOMICALLY PRODUCED
★ PROGRAMS
SO EFFECTIVELY PRESENTED

Get the facts from WCAR
PONTIAC, MICH.
OR
RADIO ADVERTISING CORP
National Representatives
NEW YORK CHICAGO CLEVELAND

WHEELING
A Fort Industry Market

We're in the RED!

Right smack on the front cover, Business Week (Nov. 23) published a map of the United States showing by states, the percentage gain in income for the first nine months of 1940.

Fourteen of the 48 states were shown in brilliant red to indicate the top gain for the nation of over 8%. Right smack in the center of these brilliant red states is the WWVA service area which shows the highest income gain bracket of 9.2% as against 6.7% average gain for the entire nation.

Income represents purchasing power, and we're located in that thriving Steel and Coal Belt of the Nation, where folks say it with pay envelopes. Sales can be no better than those envelopes and WWVA listeners offer you the fattest of them all.

—C. B. S.—

BLAIR Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

From all of US to all of YOU A Merry Christmas

KMBC OF KANSAS CITY

Purely PROGRAMS

A UNIQUE 15-minute news drama, *Stop That Story* has started on WCCO, Minneapolis, in a time-space exchange with the *St. Paul Dispatch-Pioneer Press*. Idea of Editor Russell Wiggins, the program is built around stories the newspaper was asked not to print. Roundtable discussions by civic leaders from towns around the Twin Cities on whether the story should or should not have been printed follows the drama. Publisher then explains the reasons for the newspaper's final decision.

* * *

Stumping the Imitators

NEW comedy quiz show, *Stumping the Imitators*, is getting a big play on KOMO, Seattle. Sponsored by the Seattle Bowling & Recreation Center, the show brings bowlers off the alleys to imitate anything from a coyote howling an obligato to "Home on the Range" to an opera singer handling "Beat Me, Daddy, Eight to the Bar". Listeners are offered cash prices for usable imitation situations. The bowling audience decides by its applause if an imitation is good enough to merit a cash prize for the imitator.

* * *

Dramatize Case Histories

KPO and KGO, San Francisco, are dramatizing case histories taken from the files of the *San Francisco Chronicle* in connection with that newspaper's annual "Neediest Families" campaign. The effort is designed to rehabilitate needy families rather than to give them relief. Families are recommended by Community Chest agencies and then investigated. The programs are released by KGO at 7:30 p.m. (PST) Wednesdays, and KPO, Fridays, 8:15 p.m.

* * *

Health and Time

DEVOTED to a dicussion of the health aspects of the daylight saving plan, now under consideration in Wisconsin, WTMJ, Milwaukee, has started a new series, *Daylight Saving and Health*, produced in cooperation with the Wisconsin State Medical Society. Queries on the plan, solicited from listeners, are read on the program by James Kelley, executive secretary of the Milwaukee County Medical Society, and answered by "The Friendly Doctor", an anonymous local physician.

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

School Days

LISTENERS to WBOW, Terre Haute, Ind., recently had a chance many of them had probably yearned for since they were in school. As part of a three-hour final examination in radio production at Indiana State Teachers College a 15-minute broadcast was presented. Students drew their exam questions from a box and answered them on the air. The listeners were instructed in methods of grading and marking and were asked to grade the participants and mail these grades to Clarence M. Morgan, the director of the college radio division. The final mark was withheld until the listeners turned in their grades.

Clubs and Such

GIVING a new twist to an old idea, activities of clubs and civic organizations are publicized during the daily early morning *Insomnia Club Breakfast Hour* recently started on KFAC, Los Angeles, under participation sponsorship. Besides organization news, the program, conducted by Pauline Holden and Dick Westerly, includes music, guest interviews and information on food problems. Current sponsors are Marco Dog Food Co.; Turco Products Inc. (canned food products); Los Angeles Saratoga Chip & Pretzel Co. (potato chips); Coffee Products Co. of America (coffee and spices); Los Angeles Soap Co. (White King), and R. M. Westmore Co. (evaporated apples).

* * *

Musical Lore

LISTENERS are asked to select the title for a program of popular music started Dec. 9, on WNEW, New York, and heard 11:30-11:45 a.m., Monday through Saturdays. A portable radio and recording albums are given away as prizes to persons suggesting winning title. The series features Dick Gilbert, editor of *Metronome*, relating sidelights about well known songs, and Merle Pitt's orchestra.

BOOKS AND PRESENTS reach staggering heights during Christmas drives by WSB, Atlanta, and WCKY, Cincinnati. Above is part of a stack of 1,141 books sent in by listeners during the first week of WSB's Christmas Book Fund campaign to secure books for Georgia's public libraries, figuring in a broadcast discussion by (l to r) Virginia McJenkins, Fulton County School librarian, Roy McMillan, WSB program director, and Beverly Wheatcroft, State library commission director. And below is Helen Gwen Rees, conductor of the WCKY *Woman's Hour*, sitting in the midst of the "mountain of toys" she is gathering for distribution to underprivileged children at a big party on Christmas morning.

* * *

How Gardens Grow

WITH most of California a year-round perennial garden, interest is growing in a new garden program on KYA, San Francisco. Mary Ashe Miller, newspaperwoman and gardening expert, presides over the weekly program, presenting horticulturalists and home gardeners for informative interviews. She also gives tips about the newest garden gadgets and tells where they may be seen.

CANADA
MINNESOTA
WHLB
Virginia
WMFG
Hibbing
WEBC
Duluth
Lake Superior
Superior
WIS.
Hit the Sales Bulls-eye
IN THE RICH ARROWHEAD REGION OF MINNESOTA WITH THE ARROWHEAD NETWORK
General Offices
WEBC Building
Duluth, Minnesota

Building a Drama

WHEN the *Listeners' Theatre,* produced by the Yale department of drama, starts its third season on the Colonial Network Dec. 16, a new format for the series will include discussions of each production by Prof. Walter Eaton and a group of student playwrights. Designed to add to the interest and academic background of this extracurricular project of the drama department, listeners will hear the various reasons for the playrights' choice of what constitutes dramatic worth as well as a discussion of the problems faced in each production.

* * *

Quiz By Phone

KRE, Berkeley, Cal., recently started a new program titled *The Telephone Rings.* Questions are asked over the air. Listeners are invited to phone in answers. Prizes by sponsors are sealed until the correct answer is phoned in. Then the correct answer, the winner's name and the prize are announced. Don Hambly and Emily West, of the KRE staff, work the show.

* * *

Man in Kitchen

HOUSEHOLD hints from the man's point of view are offered during the five weekly quarter-hour commentary program, *Homer Griffith and His Radio Scrapbook,* recently started on KECA, Los Angeles. Broadcast includes a hodgepodge of poetry, essays and short stories, with listeners invited to send in suggestions and contributions.

* * *

Sassiety Stuff

GOSSIP and news, fashions, etiquette and other phases of society doings furnish the material for *The Social Whirl,* new weekly series on KPO, San Francisco. The programs feature Mildred Brown Robbins, society editor of the *San Francisco Chronicle* and Ruth Dunbar Burke, prominent junior leaguer.

* * *

Housing Tips

TAKING advantage of current housing interest, KXOK, St Louis. has started *Yours for Better Living,* a series of informal talks by prominent realtors giving small landowners inside tips on property management and financing. The program is a three-way cooperation between the station, the St. Louis Real Estate Exchange and the *St. Louis Star-Times.*

* * *

Snow Use

NEW SERIES, *Let's Go To the Snow,* presented on KPO, San Francisco, Thursdays at 8:15 p.m. (PST), covers reports of snow fall, snow sport conditions in Washington, Oregon, Idaho and California, prepared with cooperation of the U. S. Weather Bureau, Department of Commerce. Ira Blue is narrator.

* * *

News For Bands

NEW oddity show, including unusual human interest stories from public prints and original reporting, is *It Could Have Been You* on WSB, Atlanta. The show, heard Wednesdays at 11:05 p.m., breaks up the usual dance band schedule Douglas Edwards, of the WSB news staff, narrates the program.

Good Night Nurse–Presto! Free Verse

The following from Maj. Edney Ridge, director, WBIG, Greensboro, N. C.:

Ordered to bed with laryngitis
It's great to have BROADCASTING greet us . . .
My copy came to me early today
So I read what the broadcasters have to say.
We always seem in a helluva mess . . . but
Its' never as bad as they say, I guess.
There's just one thing to remember, and never forget . . .
John Q. Public's the boss, and he owns the set.
If wily, and clever men try to deceive
There'll be no one at that end to receive.

We hear about long fights and bitter . . .
Where to locate or place a transmitter.
It don't seem to bother much . . . one way or another
For it's the public that counts . . . not you, brother!

Radio's famed for the way it speeds . . .
Rules, regulations, codes and creeds.
Everything done points to some prevention . . .
If you don't believe it, attend a convention.
Maybe broadcasters are wrong in taking their view
They've been doing a good job, I think. Don't you?
So whatever is done in the way of solving . . .
We've had enough of meeting and resolving.
They are pretty fair fellows, down at the Commission
And most of our faults are sins of omission.

This is a great country—the only one we are safe in
So let's all get together and quit this strafin'!

Care For Sets

KLS, Oakland, Cal., recently launched a thrice weekly program in which tips on the care of receiving sets use of gadgets, placement and other things touching on reception are given. It is heard Tuesday, Thursday and Saturday, 3:30 p.m.

* * *

Silver Screen Dope

INSIDE of the motion picture industry, news about the stars, directors, writers and producers and humorous happenings in filmdom's glamor city are revealed on the new *Hollywood Roundup,* on KYA, San Francisco. Lenn Curley conducts the thrice-weekly feature.

* * *

Around the Tree

SHOPPERS' guide to Christmas buying is the new *Around the Christmas Tree* series, heard mornings Monday through Friday on KGO, San Francisco. The feature is conducted by Virginia Lee, acting as the Christmas Shopper.

* * *

Old West Adventures

YARNS of the past and present, centering around the development of transportation, are narrated Sundays on the new *Trails, Rails and Waterways* on KLS, Oakland.

LOS ANGELES COUNTY
RETAIL SALES
United States $33,161,276,000
★Los Angeles County . $939,409,000
Source: U. S. Census 1935
KHJ
★ 1/36 TOTAL U. S.
Covers this Vital Market-plus

Wage-Hour Law Explained

THE NAB Labor Relations Department, headed by Joseph L. Miller, has published a pocket-size pamphlet, *The Wage & Hour Act,* explaining application of the Fair Labor Standards Act to the broadcasting industry. The pamphlet incorporates under one cover the various interpretations applying to specific industry situations, as advanced by the Wage & Hour Division of the Labor Department, and the text of the Wage-Hour Act itself.

Line Troubles in Mexico Mar Inaugural Coverage

ALTHOUGH the three major networks had planned full coverage of the Mexican presidential inaugural ceremonies Dec. 1 from Mexico City, each ran into such confusion that the broadcasts resulted in utter bedlam. At NBC the lines from Mexico were crossed in some inexplicable way so the English translation of President Avila Camancho's talk was transmitted to South America, while the speech itself was fed to the United States audience for the entire half-hour from 12-12.30 noon.

CBS reported a line failure due to the collapse of a telephone pole, and its broadcast scheduled for 12 noon was cut off at 12:16 p.m. Jack Starr-Hunt, Mutual representative covering the event, reported to MBS headquarters in New York that the broadcast was halted by saboteurs at 12:16 p.m. His message read: "All telephones cut somewhere near Tampiro by unknown party believed followers of Almazan" (opposing candidate for the election).

Knox Sponsoring Cotton Bowl

KNOX GELATINE Co., Johnstown, N. Y., has signed with MBS to sponsor the exclusive play-by-play description of the eighth annual Cotton Bowl football game on New Year's Day at Dallas. Sportscasters for the game between Texas A. & M. and Fordham have not yet been selected. At the conclusion of the game, approximately 4:45 p.m., Mutual will shift to the West Coast for exclusive broadcast of the annual East-West All-Star game in San Francisco, to be sponsored by Gillette Safety Razor Co., Boston.

ALLIED
RADIODISC
Since 1934
In a position of
NATIONAL PROMINENCE
In the field of
PROCESSING and PRESSING
Electrical Transcriptions
and
Phonograph Records
ALLIED RECORD MFG. CO.
1041 No. Las Palmas Avenue
HOLLYWOOD, CALIF.

Broadcasters in Canada To Discuss Copyrights

THE SEVENTH annual convention of the Canadian Assn. of Broadcasters will be held at the Mount Royal Hotel, Montreal, Jan. 20-23, according to T. Arthur Evans, secretary-treasurer. Main topics will be the interpretation of the sponsored newscast ruling which goes into effect on Jan. 1, 1941 [BROADCASTING, Dec. 1]; the copyright problem which may or may not be settled at that time, depending on the Copyright Appeal Board at Ottawa; recognition of advertising agencies; the Havana Treaty changes, and annual elections.

The copyright problem is up again this year with the Canadian Performing Rights Society asking broadcasting stations for 14 cents per licensed receiver, amounting to $178,321.98 for 1941, and the formation of BMI Canada Ltd.

CBC Votes Premiums

PREMIUM merchandising offers, which were on an experimental basis in Canada, have been made permanent by a resolution of the Canadian Broadcasting Corp. board of governors. The CBC has found that the regulation permitting premium merchandising offers up to a limited value serves a useful purpose and has been endorsed by the broadcasting industry. Only one change was made in the regulation—elimination of a clause which made it impossible for the advertiser to name the manufacturer of the premium.

Extensive Music Index Being Compiled By ASCAP Has Few Broadcast Users

WITH THE MUSIC controversy between ASCAP and the broadcasters at white heat, at least one executive of ASCAP is bemoaning the failure of the broadcasters to take advantage of the availability of ASCAP's music title index. E. C. Mills, chairman of ASCAP's Administrative Committee and the originator of the ASCAP index, focused attention on this situation.

The index, originally offered in 1937, was favorably received by the broadcasting industry and in many quarters was labeled one of the few constructive tasks ever undertaken by the Society on behalf of its users.

In the more than three years that have elapsed since the original proffer of the index, only 78 stations have asked ASCAP to send all instalments as available, according to Mr. Mills, and only 237 stations of the roster of more than 800 have asked for any part of it. The index was offered to stations entirely free of charge, except the cost of transportation and files.

To Include All Catalogs

When the index originally was instituted, Mr. Mills said, he thought regardless of any future developments as to differences between broadcasters and music copyright owners, such a service would be useful to the program building departments of stations. After careful studies and research to ascertain the most practical method of indexing musical titles, Mr. Mills evolved the plan of printing the titles on perforated gummed sheets, to be torn apart and each title pasted on a separate index card.

The index was presented in instalments, the first of which was made available in November 1937. Since that date 11 instalments in all have been offered. To date the index includes 126,650 of the titles most used, until now, in broadcasting. It is stated on ASCAP's behalf that the index is a complete one, as far as the broadcasters average use is concerned.

The ASCAP official stated that it has been and is the plan to continue preparation of additional instalments until finally the index would embrace practically all music, copyright and non-copyright, of which any reliable record could be found anywhere, in any catalogs, listings or indexes throughout the world. The index is not limited to compositions by ASCAP members, or controlled by affiliated societies, but is all-inclusive of each musical composition, copyright and non-copyright, of which ASCAP can find a record regardless of ownership. This is stated formally by ASCAP.

Further explaining the comprehensive character of the index, it was said that it is not only of the ASCAP repertoire but is intended to be an all-inclusive, accurate and informative index of all musical compositions, showing the title of the composition, the name of the author and/or composer, and of the publisher. It also shows, if ASCAP has the information, the owner of the small performing rights.

Still Available

Mr. Mills explained that since BMI completed its organization and began producing music, he had invited it to send lists of works for inclusion in the index and it complied. He also advised that from its inception, the index has been offered to and accepted by the NAB. The index has been offered to Canadian as well as American stations.

Considered entirely apart from the current controversy between ASCAP and the industry, many broadcasters are understood to have found the ASCAP index of great value and have equipped themselves with it. A number of the projects for creation of copyright clearance bureaus, on a cooperative basis, plan to use the ASCAP index as a guide.

The index, despite strained relationship between ASCAP and the industry, is still available to all stations on the original basis, according to Mr. Mills. A brochure issued by ASCAP describing in detail the scope of its index, is available for distribution. An estimate of the cost of complete installation of the index is given as approximately $700, including clerical cost of placing cards in the index in alphabetical order. ASCAP makes no charge for the material. The newest brochure, available by inquiry to ASCAP at 30 Rockefeller Plaza, New York, bears date of July 10, 1939.

GUEST OF HONOR at a recent Omaha dinner meeting attended by several hundred Skelly Oil Co. dealers was Capt. E. D. C. Herne (left), Skelly news commentator featured on the oil company's early morning NBC-Red news broadcasts. Seated with Capt. Herne at the speakers' table are Frank Ferrin (center), vice-president of Henri, Hurst & McDonald, Chicago agency handling the Skelly account, and Art Taylor, Skelly advertising manager. An interesting sidelight developed around Capt. Herne's program during the Thanksgiving season when a holiday commentary delivered Nov. 21 stirred up such a demand for copies of the address that several thousand were sent to listeners and the program repeated the following Thursday, when part of the country was observing the second Thanksgiving. During his Omaha visit, Capt. Herne was entertained by WOW, Omaha.

AFTER just 27 days of operation WSTV, Stubenville, O. had secured 80 local accounts exclusive of national spot business. Manager John J. Laux announced late in November that the station had joined the MBS, carrying a complete daily schedule of network programs.

THE PACIFIC NORTHWEST

Where everybody listens—and everybody buys

IMPARTIAL SURVEYS have repeatedly verified the fact that people of the Pacific Northwest own more radios and listen to them longer each day than other comparable sections of the country.

Official U. S. census figures, just issued, again emphasize the increasing importance of the Pacific Northwest *as a market*. Since 1930 the Pacific Coast has made the nation's greatest gain in population. Oregon's own gain of 14.2% in population is exceeded by only six states.

Most recent U. S. Department of Commerce figures show that per capita income in the Pacific Northwest is well above the national average.

And so, in this great Oregon and Southwestern Washington market, served so adequately by KGW and KEX, they *listen* more . . . they *earn* more . . . and they *buy* more. That's a combination to keep in mind for your 1941 advertising budget!

KGW
820 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

NBC BLUE PROGRAMS
Brought to Milwaukee
via
WEMP
Commencing January 1

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE
WJHP
JACKSONVILLE
FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

FCC Seeks Increase in Fund To $4,250,000 for Next Year

Boost of $300,000, Despite Swelled Budget for Defense, Is Sought; Hearings to Be Held

A SUBSTANTIAL increase in appropriation for the 1942 fiscal year, which begins next June, is being sought by the FCC, evidently portending a broadening of the entire radio regulatory base.

While details regarding appropriations for Governmental agencies are not revealed until the actual appropriation bills are introduced in Congress, it is learned authoritatively that the FCC is seeking upwards of $4,250,000 for overall activities from July 1, 1941 through June 30, 1942. Base appropriations for the current fiscal year amounted to approximately $2,200,000. The Commission, however, received $1,600,000 from the President's national defense fund for widely expanded monitoring operations necessitated by the European War and subsequently got $175,000 for the relocation of monitoring stations.

Personnel Increase

The new budgetary requests also are understood to include nearly $2,000,000 for national defense activities. However, it was recalled that a substantial portion of the national defense budget for the current year was for equipment and, therefore, is not a recurring expense.

It is expected the FCC will appear before the House Appropriations Committee, headed by Rep. Woodrum (D-Va.), during the week of Dec. 16, to justify the budget demand. The overall increase asked runs about $300,000 ahead of the current fiscal year's funds, including the special appropriations made after the original allocation. Increase for salaries and expenses of approximately $150,000 indicates the FCC proposes to expand its personnel base—perhaps in all essential departments.

With television and FM forging ahead, it is presumed the Commission will seek to retain an expert television engineer in the higher salary brackets. Presumably, the broadcast engineering staff also would be augmented with the retention of FM experts and equipment specialists.

With field operations for surveillance of propaganda activity vastly increased during recent months, signs point to a substantial increase in personnel in that field. All told, some 500 additional engineers, clerks and other functionaries have been retained by the FCC since procurement of the special defense fund early this year.

In the surveillance of propaganda originating abroad, the FCC has made elaborate plans. It is recording, translating and transcribing foreign programs. It also has taken steps to record domestic foreign language programs to ferret out "fifth column" and other activities viewed as inimical to the national defense. Beyond that, the work entailed has to do with intercepting high-speed code transmission.

Running down of unlicensed stations also falls in this sphere of activity. A staff of translators and of other specialized personnel for this work has been established and will be augmented if the funds are forthcoming. Moreover, the recent establishment by the President of the Defense Communications Board, for which no special appropriation has been made, probably will entail the time of a number of clerks and other assistants. The heavy policy work is handled by the FCC staff, or by experts of other Governmental departments having membership on this Board.

Primarily in the public utility common carrier field the FCC proposes to add to its Accounting Department. Additional attorneys and investigators are expected to be named to delve into qualifications of applicants for stations and to handle verification of citizenship and other matters. Special attorneys, specializing in investigation work, would be sent to the field, with a staff also maintained in Washington in the special investigation section created during the last year.

34,770 TIME SIGNALS

Navy Report Reviews Work in Communications

A TOTAL of 34,770 time signals were broadcast by the U. S. Naval Observatory in Washington and the Manila Central Observatory from July 1, 1939 to June 30, 1940, according to a Dec. 1 announcement in the annual report of the Secretary of Navy for the 1940 fiscal year. By means of radio control and a crystal clock at Mare Island, Cal., the Naval Observatory controls the broadcast of time from naval radio stations at Washington, San Francisco, Oahu, T. H., and Balboa, P. I., providing time signals available for use by U. S. broadcast stations.

The Navy Department's report also declared that "naval communication operations and materiel have continued at high efficiency" and that communication facilities are adequate for the existing naval establishment. This is regarded as a notable commendation, from both the then Acting Secretary of Navy Lewis Compton and Admiral Harold R. Stark, Chief of Naval Operations, for the Division of Naval Communications and its head, Rear Admiral Leigh Noyes, who is also a member of the Defense Communications Board.

Noting that 36 naval radio traffic stations have been in active commission during the last year, with five such stations maintained in an inactive status, the report indicated that additional communication facilities will be made available for the Navy to meet the increased requirements occasioned by the limited emergency and the naval expansion program.

WHEN PRETTY 18-year-old Evelyn Asay, of Carrol County, Ill., walked away with top honors at the International Livestock Exposition in Chicago recently, WLW, Cincinnati, was there for an on-the-spot remoted interview. Admiring her prize-winning steer, Sargo, which brought a sale price of $3,498 from Firestone Tire & Rubber Co., are (l to r) Charles Grisham, of the WLW agricultural department, Miss Asay, and Ed Mason, WLW farm program director. WLW broadcast a daily program direct from the exposition and a special broadcast in Spanish, for Latin American audiences, on WLWO, Crosley international shortwave outlet.

PAUL SCHULZ, chief engineer of KYA, San Francisco, took a bead on a hawk while hunting recently. When the hawk plummeted to earth, Schulz found that he had downed two birds with a single shot. A quail, wounded but alive, fluttered out of the dead hawk's mouth. He was caught and killed.

Season's Greetings
WCBA - WSAN
LEHIGH VALLEY BROADCASTING COMPANY
ALLENTOWN, PA.

SALES CHARTS in the Detroit market are going up and advertisers on CKLW, in particular, are looking at rosy sales figures these days! If you're planning big things in this area, wrap up your radio buy in one big value - package . . . CKLW! Complete coverage! Results! Thrifty on the budget!

IN THE DETROIT AREA-IT'S
CKLW
5,000 Watts Day and Night
CLEAR CHANNEL
Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

Native Tongue Programs Enjoy Wide Following, Survey by FCC Reveals

AN ANALYSIS of answers to a recent FCC questionnaire reveals that a total of 199 domestic stations now schedule broadcasts in one or more foreign languages and 57 additional stations, while not now broadcasting in any foreign language, have done so in the past six months. There are 43 stations which broadcast 10 or more hours weekly in one or more foreign languages.

The information contained in answers to the questionnaire reveal that 31 foreign languages are represented on 1,721 current weekly programs, which amount to nearly 1,330 hours of broadcast time. Approximately three-fourths of this is in Italian, Spanish, Yiddish, and German — the proportion decreasing in the order listed.

The FCC says smaller stations appear to predominate in the foreign language field, 108 of the 199 stations having power not in excess of 250 watts. However, the Commission points out, a substantial number of stations which devote a large amount of time to foreign language programs have greater power.

The FCC said the answers revealed that the preponderance of stations using foreign languages are located in areas with large foreign born populations, and the stations assert that broadcasts in native tongues are popular with their listeners and their advertisers.

The Other Fellow's VIEWPOINT

EDITOR BROADCASTING:

There is an error in your story on page 89 of your Nov. 15 issue on "Time For The Fair".

Your story states: "Regarded as a new high in continued promotional activity . . ." This amazing report of how much free time radio gave the New York World's Fair should be headed "Regarded as a new high in continued *chiseling* activity. . . ."

I am sure my sentiment on the chisel practices of the New York and San Francisco Fairs are echoed by many other station managers as well as the newspapers of this country which also got not a cent from either one of these projects. This fact is recalled most vividly when one considers that the New York World's Fair would charge as high as 40c for a bottle of beer as well as all the other systems of extortion and high prices that drew so much unfavorable publicity everywhere.

I think it is also high time that your good magazine went after the chisel practices of movie companies which continue to try and flood the networks with premieres and other such tripe on a free basis.

S. A. CISLER,
General Manager,
Nov. 27. WGRC, Louisville.

BUDDY ARNOLD of the Betty and Buddy song team on WOR, Newark, has completed three songs just released by BMI and published by Pro-Art. They are "There's a New Moon in Honolulu," "My Old Man," and "Then I Love You."

"Sure, I've been hearing about Philco radios over WMBD! I bought one just the other day!"

There are thousands of business executives in the 16 prosperous counties of Peoriarea who RESPOND to WMBD advertisers!

Potential coverage? . . . yes, we have that! We speak to more than 610,000 people daily. But we have something more! . . . a 50-50 balance between two kinds of listeners who buy! Representing **industry** and **agriculture**, they have over $640 per capita to spend annually . . . and they spend it! WMBD is the ONLY radio station in Peori**area** that reaches the ears of ALL Peori**area**. Yes, it's an ideal spot to test ANY radio sales campaign effectively!

FREE & PETERS, INC.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER C B S NETWORK

WMBD

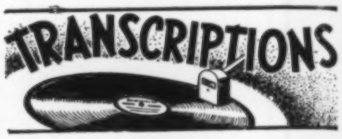
PEORIA, ILLINOIS

JOHN M. TIFFANY, chief engineer of WKRC, Cincinnati, is shown making a final adjustment on the new type of microphone built by Lee Bernhardt, a member of his engineering staff. The idea for the new mike was conceived by Jimmy Scribner, whose *Johnson Family* broadcasts are aired on MBS from the *Times-Star* station studios. It is used to simulate different voices in the script (all of which are done by Scribner), and for fades. The microphone stand is for a Western Electric 639B and is made to rotate by hand over 180 degrees, noiselessly. It is mounted on ball bearings both top and bottom with felt cushions to break the motion and to insulate it from bearing noises.

Fame for Singer

HAILED as another Marian Anderson, Virginia Lewis, young Negro soprano of Philadelphia, saw her career take a Cinderella turn Dec. 9 when she sang at the White House for Mrs. Eleanor Roosevelt and guests. A WPA music teacher in Philadelphia, the 26-year-old singer is a protege of Samuel R. Rosenbaum, president of WFIL and chairman of Independent Radio Nework Affiliates. Mr. Rosenbaum is well-known as a music patron and is president of the Philadelphia Robin Hood Dell summer concerts. Through the White House musicale appearance, Miss Lewis gained enough recognition to be assured tutelage under an outstanding voice instructor.

10 FOLD INCREASE OF POWER
WIBG
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.



TRANSCRIPTIONS

STANDARD PROGRAM Library Service announced the addition of 23 new subscribers. These include all NBC managed and owned stations and WKBH, La Crosse, Wis.; KOIL, Omaha; KFAB-KFOR, Lincoln, Neb.; KYW, Philadelphia; KDKA, Pittsburgh; WBZ-WBZA, Boston-Springfield; WDEF, Chattanooga, Tenn.; KGKC, Scottsbluff, Neb.; WAAF, Chicago; KPAC, Port Arthur, Tex.; WAKR, Akron; KGFI, Brownsville, Tex.; WMFF, Plattsburg, N. Y.

IN ANSWER to requests from stations subscribing to NBC *Thesaurus*, the NBC Radio-Recording Division is releasing a special script of 13 quarter-hour participation programs titled *The Christmas Calendar* for use during the Christmas shopping season. Program is timed to include three minutes of copy, 8½ minutes of Christmas music by *Thesaurus* artists, and three one-minute commercials.

ROYAL RECORDING Co., Berkeley, Cal., recently was purchased by Arthur Westlund, general manager of KRE, Berkeley, who has moved it to the KRE Bldg., where he is operating it as a separate personal enterprise.

JAMES THORPE, Indian star known as the world's greatest athlete, has signed with Fred Mertens & Associates, Hollywood transcription firm, to make a series of quarter-hour recordings. Mertens is also producing the *Squared Circle* with Jim Jefferies, formerly world's heavyweight champion, as m.c., which is being sponsored by individual Florsheim Shoe Co. dealers on approximately 160 stations.

AS A special Christmas promotion, RCA Mfg. Co., Camden, is distributing to RCA dealers transcribed announcements of movie and record artists endorsing the new RCA Personal Radio. Recorded at 78 rpm on a 10-inch disc, they can be used in dealers stores or as radio spots.

FTC Actions

SCHOLL MFG Co., Chicago, on Dec. 8 were ordered by the Federal Trade Commission to stop certain advertising misrepresentations for Dr. Scholl's Zino-Pads and Kurotex Foot Plasters. The FTC also has ordered Bauer & Black, Chicago, to cease certain representations for Blue Jay foot remedies. Chocolate Products Co., Chicago, has filed an answer to a recent FTC complaint charging misrepresentation in the sale of Stillicious Vitamix chololate syrup. The answer denied that the company misrepresented the value of the Vitamin A content claimed for the product. Burry Biscuit Co., Elizabeth, N. J. also has filed an answer to a recent FTC complaint. The FTC also has announced acceptance of stipulations from F. A. Stuart Co., Marshall, Mich., and Benson & Dall, Chicago agency, to cease certain advertising representations for Stuart's Tablets, antacid medicinal preparation.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

in the CONTROL ROOM

PAUL LEE, transmitter engineer of WSYR, Syracuse, has been appointed chief engineer of WWNY, new 500 watt daytime station at Watertown, N. Y. He is a graduate of Syracuse U.

ROBERT HENDERSON, formerly with the Canadian Broadcasting Corp. network engineering staff at Toronto, joined the engineering staff of CKLW, Windsor, on Dec. 16.

JULIUS HETLAND, chief engineer of WDAY, Fargo, N. D., is the father of a boy born recently.

JOHN BERNINGER, engineer of WWSW, Pittsburgh, recently bagged a 100-pound buck during his annual deer hunting trip.

PAUL DANIELS, chief engineer of KTSW, Emporia, Kan., also holds the supervisory post at KQUJ, the city's police radio station.

MYRON KLUGE, engineer of KFSG, Los Angeles, is recovering from an operation and siege in the hospital.

ROBERT F. TSCHANNEN, graduate of the U of Colorado Engineering School, has joined the Kansas City staff of Commercial Radio Equipment Co., engineering consultants.

ED DUTY has returned to his post as chief engineer of KHUB, Watsonville, Cal., after deferring his application for active duty in the Naval Reserve.

HAROLD DURHAM has joined the engineering staff of KOCY, Oklahoma City.

ERNIE UNDERWOOD, chief engineer of KFRC, San Francisco, recently was called for active duty in the Navy. During his absence the KFRC technical staff will be under the direction of J. J. McArdle.

KEN MEIER, technician formerly with KXA, Seattle, has joined KPQ, Wenatchee, Wash., replacing Bill Apple, who joined KVOS, Bellingham, Wash.

W. L. EXNER, formerly of KWLK, Longview, Wash., has joined the engineering staff of KOIN-KALE, Portland, Ore.

MORRIS BERTSCH, technician, who did vacation relief at KYA, San Francisco, has joined the engineering staff of KHUB, Watsonville, Cal.

THOMAS RAZOVICH, technician formerly with the radio division of the Golden Gate Exposition, has been added to the staff of KSFO, San Francisco.

RICHARD KELLY, engineer of WICC, Bridgeport, is the father of a daughter, Marilyn Jane.

FRED BARRY, new technician of KOMO-KJR, Seattle, is the father of a 7 pound, 12 ounce boy, Richard Frederick.

JACK BRYNE, engineer of WOR, is the father of a nine pound eight ounce son, John, born Dec. 4. This is his second son.

JOHN L. ROBERTS, KIT, Yakima, Wash., news reporter, was on hand when a natural gas explosion at nearby Toppenish destroyed a warehouse, killing and injuring several persons. Besides rendering first aid service, he also scooped the news for his station.

NEW subscribers to United Press news service include: WMRN, Marion, O.; WGBR, Goldsboro, N. C.; WCBT, Roanoke Rapids, N. C.; KWSC, Pullman, Wash.

Man of Hobbies

THERE is nothing prosaic about Herman Berger of the WOR, Newark, engineering staff. For hobbies Berger (1) Collects eyes—he has wide collection of animal optics; (2) has a home machine shop; (3) grows roses; (4) collects stamps. Berger was in the investment business before he became a radio engineer in 1933.

Hams Called to Service Get Renewal Exemption

THE FCC has suspended its regulations requiring proof of satisfactory service in connection with renewal of commercial and amateur radio operators licenses for persons called to military service. The blanket exemption will affect nearly 100,000 operators of both classes and will continue until Jan. 1, 1942.

General waiver of the provisions was considered at a conference of Commission officials with representatives of interested labor organizations, including the International Brotherhood of Electrical Workers, Commercial Telegraphers Union of North America, American Communications Assn., Maritime Committee of the CIO, National Federation of Telephone Workers, Federation of Long Line Telephone Workers and the Assn. of Technical Employes of NBC.

Reason for the waiver was a desire on the part of the Commission and the labor organizations to relieve those called to the colors of routine details.

In announcing the exemption, it was stated:

"The Commission is aware of the importance of maintaining the present high standards of proficiency of licensed operators, and also guarding against a shortage of such skilled workers. It will, accordingly, continue to give these problems careful attention, and should experience indicate the need for change the Commission will act accordingly."

No FCC Quorum

WITH THE absence from Washington during the week of Dec. 9 of three of its members, the FCC functioned without a quorum during that week. Chairman James Lawrence Fly and Commissioners Paul A. Walker and George H. Payne attended the annual convention of the National Assn. of Utility Commissioners at Miami Dec. 10-12. Also in the group was Chief Accountant William J. Norfleet.

Six Named RCAC V-Ps

SIX executives of RCA Communications Inc. were elected vice-presidents at an RCAC board of directors meeting Dec. 6, according to W. A. Winterbottom, vice-president and general manager. They are: John B. Rostron, vice-president and traffic manager; C. W. Latimer, vice-president and chief operations engineer; H. H. Beverage, vice-president in charge of research and development; F. W. Wozencraft, vice-president and general counsel; L. G. Hills, vice-president and controller; A. B. Tuttle, vice-president and treasurer.

CHARLES F. HELLMAN, 67, retired radio electrical engineer, died in Los Angeles, on Nov. 28.

ACTUALLY, she is *one* lovely girl, with *one* lovely voice. But thanks to broadcasting networks, she becomes twins, or triplets, or hundreds—bringing songs to the corners of the country.

Bell Telephone engineers co-operated in making the first radio network. And since then, they have worked faithfully to anticipate the needs of radio. Today, the country is webbed with special telephone lines — designed to carry programs from one station to another. A well-trained corps of telephone people stands ready to guard and guide the network programs of the nation. . . . And back of them stand the telephone engineers in Bell Telephone Laboratories still working on network problems of the years to come.

Merchandising & Promotion

National Sport—Virginia Spots and Buttons—Letters—Price Tags for Retailers—Florida Nuts

SOME 200 talks and demonstrations of baseball technique are being given by Gabby Street and Ray Schmidt, baseball announcers of KXOK, St. Louis, in the area serviced by the station and the seven-station network it keys. A portable diamond is used to illustrate fine points and booklets are distributed. Street, former big league manager and player, made his radio debut on KXOX last summer.

* * *

All for a Cent

IN CONNECTION with its sixth anniversary in January, KFRO, Longview, has announced its third annual One Cent Sale. The sale offer is available only to national advertisers who purchase time during January to run not more than 13 weeks. Advertisers purchasing one unit of broadcast service may secure an additional broadcast unit for one cent.

Jingle Prizes

AS A GIVEAWAY prize for listeners to the *Where Are You From?* program, sponsored on WOR, Newark, by Rex Cole, distributor of General Electric refrigerators and appliances, G-E automatic coffee makers are awarded each week to the five persons sending in the best guesses on what locale the mystery guest introduced on each program is from and why. An additional prize is offered for the best jingle of 125 words sent in including the test words used by Dr. Henry Lee Smith on the program such as "merry, marry, Mary, greasy, etc." Agency is Maxon Inc., New York.

* * *

Egofoam Letters

EGOFOAM PRODUCTS Co., New York, is sponsoring a letter contest on Ida Bailey Allen's *Homemaker's Hour* on WMCA, New York, daily at 11 a.m. with prizes of $50 in cash and Christmas gift merchandise given for the best letters on Egofoam Shampoo and Hair Groom. Bob Wheaton Productions, New York, handles the account.

* * *

Tags for Stores

PRICE tags with the message "Advertised on WFBL" are distributed among retailers by the Syracuse station. They are made up in sheets of eight tags easily cut apart with shears. Convenient in size, they have a tab that holds the tag in place in a mass display or slips easily under a can in a shelf display.

* * *

Tickets for Tuners

KFXM, San Bernardino, Cal., printed and mailed to listeners several thousand "admission" tickets to the MBS program *Wake Up America*, sponsored by the American Economic Foundation. The ticket urges listeners to tune in the program.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Double Header

Let's shake hands on two festive occasions—for it's both a Merry Christmas and a Happy Birthday! We're now celebrating our 18th Anniversary as Connecticut's Pioneer Broadcaster. WDRC, Hartford.

CBS

Basic CBS for Connecticut

A NEW VOICE FOR AN OLD FRIEND

~~WNBX SPRINGFIELD 1000 WATTS~~

WKNE
KEENE, N. H.
5000 W.

Same CBS, - Same U.P.- Still 1260 K.C.

A WILDER STATION
PAUL H. RAYMER CO. Representatives

WSYR Syracuse, N.Y. NBC
WTRY Troy, N.Y.

WKNE The Heart of New England

KWK
TUNE IN KWK
BOYS
GIRLS
MANDRAKE THE MAGICIAN
Tastee BREAD
HELEN ADAMS QUIZ BOX

ENSCONSED PRIMLY behind the counter, Helen Adams, home economist of KWK, St. Louis, answers questions on food problems posed by a regular listener to her *Let's Help You Keep House* program visiting the KWK booth at the Food Show held Dec. 1-7 in the St. Louis Municipal Auditorium. The KWK booth featured displays of 29 food sponsors of the station. More than 4,000 sheets of Miss Adams' recipes were given to visitors at the booth.

How to Sell Spots

SEEKING to set up its schedule of Christmas shopping spot announcements quickly and economically, WLVA, Lynchburg, Va., late in October started a five-week campaign built around a single mimeographed "business conditions" letter and five penny postal follow-ups. The letter and cartoon postals, mailed at weekly intervals, served their purpose as door-openers for the WLVA sales staff, and five weeks before Christmas 98% of available spots during the 18-hour broadcast day had been reserved under contract and were on the air, according to the station. The campaign was particularly successful, from the viewpoint of the station management, since it allowed the program department to prepare December schedules in time to correlate the spots with the MBS network features which started on WLVA in November.

* * *

Virginia Buttons

WLVA, Lynchburg, Va., key outlet of the Tri-City Stations, to mark its 10th anniversary under direction of Edward and Philip Allen, has presented gold lapel buttons to all executives and personnel of WLVA, WBTM, Danville, and WSLS, Roanoke. The buttons, designed as an equilateral triangle containing the call letters of the three stations and respective cities on a black enamel background, identify staff members for both advertisers and personnel of the individual stations.

Clicking in Cincinnati for
Leuger Furniture Stores!
★
Available on Mutual Stations Coast-to-coast.
★
Jimmy Scribner
The fifty voices on
"The Johnson Family"
★
Write Cincinnati's Network Originating Station
WKRC
For Complete Details

Holiday Kits

RETAIL food markets throughout the Midwest were supplied with Christmas display kits to facilitate their cooperation with WLW, Cincinnati, in a campaign to popularize foods as Christmas gifts. Along with the special displays a merchandising plan was distributed, giving suggestions to merchants for making up baskets of food gifts, assorted appropriately for mothers, fathers, brothers, sisters, employes, employers, etc. Baskets cover a price range of $2 to $5, with WLW-advertised foods featured.

* * *

Likers of Chocolate

GHIRARDELLI CO., San Francisco (ground chocolate), which has a participating sponsorship on *Show of the Week*, Don Lee-MBS feature, is conducting a letter-writing contest. Winners will be judged on the most satisfactory answer, in 50 words or less, to the statement, "The thing I like best about Ghirardelli Ground Chocolate is. . . ." Prizes will be five radio phonograph combinations, five shoulder strap portable radios and 92 $1 prizes—a total of 101 prizes. Dealer prizes will also be given. Contest closes Dec. 18 and winners will be announced Dec. 22.

* * *

Now in Print

AFTER more than a year as a weekly multigraph publication, the *1430* house organ of WBNS, Columbus, has been transformed into a tri-weekly printed paper. The publication, with schedules of sponsored programs, both on CBS and locally, includes sketches of program and studio personalities, and sponsors.

EL Paso –
A "natural monopoly"
$118,786,000 market
is best reached by
KROD –
the Southwest's newest station - the only
Columbia Outlet
serving the *REAL* SOUTHWEST

Mellowed Gags

AS PROMOTION for the *Can You Top This?* program, which started Dec. 9 on WOR, Newark, the station is mailing to radio editors a booklet of "stage jokes", published way back in 1910 by Wehman Bros., New York. "Old joke books aren't needed," WOR says, by Harry Hershfield, Joe Laurie Jr., and Senator Ford, stars of the program, "as each of the boys knows thousands of gags".

* * *

Free Publicity

NATIONAL accounts using KFAR, Fairbanks, Alaska, receive free advertising space and stories in a monthly radio supplement to the *Fairbanks Daily News-Miner*. The paper is owned by the same interests that operate KFAR. The radio section consists of four pages, simulating style of the regular section of the *News-Miner*.

* * *

Pensacola Pecans

AGENCY radio executives have received letters from WCOA, Pensacola, asking for their home address so the station may ship bags of pecans before Christmas. A postcript adds that "It's as easy to crack the Northwest Florida market through WCOA as it is to crack one of these paper-shell pecans."

* * *

Port Support

TO PROMOTE its two five-minute programs on WOR, Newark, the Port of New York Authority is distributing match boxes and map folders containing references to WOR, its position on the dial and the time of the PA programs. Tie-in also calls for signs plugging the programs placed at the entrances of the Holland Tunnel.

BROCHURES

NBC-Blue Pacific Coast—Folder on "The Five Edwards," radio family with thrice weekly program available for sponsorship.

NBC-Blue—Folder, "Alma Kitchell's Streamline Journal," promoting program of the same name.

NBC-Blue—Large, illustrated, blue and white folder, explaining a series of recent innovations and behind-the-scenes procedure in the ***Metropolitan Opera*** Saturday afternoon broadcasts from New York sponsored by the Texas Co. (Texaco products.)

WIRE, Indianapolis — 42-page brochure complete with pictures of staff, local and network programs and personalities. Booklet being distributed through the station's sponsors.

THREE figures of the radio industry broke into the public prints in a novel way Dec. 8 when the Sunday comic page, "Joe Palooka," by Ham Fisher, worked into its continuity John F. Royal, NBC vice-president in charge of new activities and developments; William S. Paley, CBS president, and Donald Flamm, owner of WMCA, New York. The cartoon strip also pictured an interview between Mr. Flamm and Knobby Walsh, ubiquitous manager of Hero Palooka.

NATIONAL Youth Administration for New York City has begun the development of a Radio Communications Unit at 422 Eleventh Ave. as a part of the NYA national defense activities. The Unit will house the transmitter of W2NKY, a link in the chain of more than 46 NYA-operated shortwave transmitters throughout the country.

PROMOTING RADIO 'MOVING DAY'

RCA to Use Broadcast Campaign and Other Types Of Promotion Prior to Reallocation

PREPARATION for the radio serviceman's red letter day (March 29, 1941, when all U. S. radio frequencies above 730 kc. are due to be reallocated, is well under way at RCA's Tube and Equipment Division, whence comes a booklet being supplied to 100,000 radio servicemen and dealers.

Entitled *Radio's Moving Day*, the booklet outlines what RCA is doing to assist radio servicemen to take full advantage of the opportunity to get into 10,000,000 homes to re-set automatic pushbutton receiver controls—and to sell such other things as complete checkup, alignment, new tubes, new antenna, a second receiver, and many other accessories and services they are in a position to offer. RCA will make available special test instruments to make pushbutton realignment easier — instruments which may be checked against local stations so that the resetting job can be done quickly whether the stations are on the air or not.

Also announced is a booklet showing the frequency ranges of push-button on many popular receivers, and containing information available at no other single source. There is a direct-mail campaign to be provided to sell the services of the individual service dealer. Finally, it is revealed that RCA is considering plans to place consumer advertising on the radio and in national magazines directing attention to the necessity of having the resetting service performed by a competent service man.

IT'S SAFETY FIRST

And Fort Wayne Is Beneficiary From Program

BUILT around cooperation between the station, the advertisers and local educational and safety officials, *Safety Swap Shop* on WGL, Fort Wayne, Ind., is bringing benefits to all concerned. Sponsored for the last year by Holsum Bakery Co., the program is conducted by Jay Gould and offers varied entertainment by school kids, along with safety hints and conversations between Gould and the children, three afternoons weekly.

The program is set up against a solid merchandising background. Holsum Bakery Co. has formed a "Safety Crusaders" club, complete with membership badges and large banners carrying the club emblem. The banners have been distributed to about 100 Allen County schools. Individual club memberships are secured by children for obtaining pledge cards from three motorists stating they will drive carefully. The kids take these cards to their grocer and receive their membership badges from him. In the first nine months of the program some 2,200 memberships were obtained.

Occasional visitors on the program are Deputy Sheriff Robert Bledsoe and Traffic Lieutenant Custer Dunifon, safety supervisors of Allen County and Fort Wayne, respectively. In turn, these officers present Jay Gould at school assemblies, playing up the program and even the sponsor. Although no sales disclosures have been made, Al Forks, Holsum sales manager, has repeatedly expressed satisfaction with results from *Safety Swap Shop*, and renewal of the sponsorship for the 1940-41 school season indicates the program is giving commercial results.

MERIDITH WILLSON, Hollywood musical director of the NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has written two new songs which have been accepted for publication. First, titled "Falling Star," was written in collaboration with Charlie Chaplin, and has been accepted by Irving Berlin. The second number, is "Rock-a-Bye Your Baby With a Long Underwear Tune," which is to be used in a forthcoming M-G-M musical film.

Sues Irving Berlin

ALFRED H. AARONS, 80-year-old Hollywood songwriter, through his attorney, Harold David Geffen, has filed suit in the U. S. District Court at Los Angeles, charging Irving Berlin with plagiarism in connection with authorship and publication of the song, *God Bless America*. Named as co-defendants are Irving Berlin Inc., MBC, CBS, ASCAP, Kate Smith, and 1,000 John Does. Aarons is asking the court to fix damages. The plaintiff declares that *God Bless America* was plagiarized from his song, *America, My Home So Fair*, which he claims he wrote and copyrighted in 1918.

THE VOICE OF MISSISSIPPI

WJDX

,000 D
000 N

N.B.C.

JACKSON

MISSISSIPPI OFFERS NEW POSSIBILITIES!

1940 census reports show a population gain of 28.3% in Jackson . . . an overall increase of nearly 10% in WJDX primary coverage areas.

Two U. S. Army Training Divisions at Camp Shelby, Mississippi, bring 60,000 extra listeners within scope of WJDX coverage.

Put WJDX—Mississippi's Dominant Radio Station, on your 1941 schedule.

Note: WJDX, WFOR and WAML offer a new possibility for Spot Advertisers. Rates on request.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

5000 WATTS
in
BOSTON

WMEX

70 BROOKLINE AVE., BOSTON, MASS.

Your Gracious Host..
From Coast to Coast
In NEW YORK..
The Gotham
In CHICAGO..
The Drake
The Blackstone
In LOS ANGELES..
The Town House
In BELLEAIR, FLA..
Belleview Biltmore
KIRKEBY
HOTELS

KWOS Studios Burn

STUDIOS of KWOS, Jefferson City, Mo., were destroyed Dec. 4 by fire of undetermined origin. However, there was no interruption in service, programs being fed through an emergency setup at the station's transmitter, west of the city. No announcement has been made as yet of the amount of damage nor of future plans for rebuilding the studios. The fire was discovered by a night watchman shortly after midnight and firemen worked until 5:30 a.m. to extinguish the flames. The studios were housed in a remodeled mansion built in 1884.

Deluxe Disc Recorder Designed for Radio Use

A DELUXE disc recorder, incorporating nearly a score of features new to equipment of this type, has been announced by the RCA Mfg. Co. It is built to provide the highest quality instantaneous recordings for broadcast purposes, and is designated as Type 73-A.

A precision device which meets the most exacting requirements of the recording art, the new unit is unusually versatile. It records at 33 1-3 or 78 r.p.m., and from either the outside in or the inside out without changing leadscrews or gears. It will cut 96, 112, 120, 136 or 154 grooves per inch.

The recording head has a frequency response of from 30 to 10,000 cycles, and operates with higher amplitude and lower distortion than ordinary types of heads. A newly developed stabilizer prevents modulation resulting from "flutter" in the cutting head.

The speed and groove adjustments are easily and quickly made by turning a knob, there being no bothersome gears or belts to change. An improved cutter head lowering mechanism is operated by one hand, and is designed to protect against damaging stylus or record.

LEADING figures of public life, stars of screen, stage, and radio were present at the fourth annual dinner of the McCosker-Hershfield Cardiac Foundation in the grand ballroom of the Plaza Hotel, New York, Dec. 7 and broadcast over WMCA, New York, 10-10:30 p.m. The Foundation, founded by Alfred J. McCosker, president of WOR, Newark, and chairman of the board of MBS, and Harry Hershfield, cartoonist and radio humorist, gives cardiac aid to adult convelescents.

Equipment

WITH loss placed at $600,000, Gilfillan Bros. Inc., Los Angeles, manufacturers of radio and television sets and equipment, has started to rebuild its plant at 1815 Venice Blvd., destroyed by fire Nov. 30. The two-story brick factory building, covering a city block, was completely destroyed, halting work on several large government orders for airplane radios etc. No evidence of arson or sabotage was found. Temporary headquarters have been established at 1609 South Western Ave.

WIND, Gary, Ind., has awarded Collins Radio Co., Cedar Rapids, Ia., the contract to build its new 5,000-watt transmitter, according to R. L. Atlass, president. Additional land has been purchased for the new towers, with work on both towers and equipment scheduled to be completed by Feb. 1, 1941.

RCA MFG. Co., Camden, N. J., has published catalog descriptions of 73-A professional type recording equipment, OP-6 remote amplifier, 86-A limiting amplifier, 76-B2 speech input equipment, antenna phasing equipment for directional antenna arrays, and 308-A broadcast field intensity meter.

DELTA BROADCASTING Co., Escanaba, Mich., which goes on the air as WDBC Jan. 15, has purchased a complete 250-A transmitter, limiting amplifier, SIE-27 speech input equipment and vertical radiator from Gates Radio and Supply Co., Quincy, Ill. Same company has sold S 251 transmitters to the Nueces Broadcasting Co., Corpus Christi, Tex. for KEYS, recently authorized, and WGRM, Greenwood, Miss.

RCA MFG. Co., Camden, N. J., has announced the following transmitter sales: WDSU, New Orleans, WMUR, Manchester, N. H., 5-DX; KLS, Oakland, Cal., 1-K; WDAS, Philadelphia, WBIR, Knoxville, WDEF, Chattanooga, WATN, Watertown, N. Y., 250-K.

WFMD, Frederick, Md., recently concluded a demonstration of electrical transcription technique to some 4,000 high school students in 11 schools in six counties and three States. Carrying portable recording equipment, Program Director Bob Longstreet, during the 445-mile tour, exhibited the WBS movie, "On the Air with World" and cut a record of each student body singing school songs.

WOV, New York, has arranged to broadcast a transcribed series of 26 patriotic dramas titled, *Lest We Forget*, produced by Jean Paul King, and released through the Radio Committee of the Institute of Oral and Visual Education in cooperation with the Boston U Radio Institute.

$241 IDEA FREE TO TELEGRAM USERS!

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how *you* save! It uncovers huge waste and provides easy-to-follow plan to *stop* it!

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

Studio Notes

LAURA MAY STUART, women's commentator of WCAU, Philadelphia, was hostess to a group of 50 women, wives of Canada Dry salesmen in the Philadelphia area, at a studio party in the WCAU Bldg. Dec. 6, to launch that account's participation in her *For Women Only* program. The party was arranged after plans for a sales meeting fell through when the Canada Dry salesmen decided that the 9:30 a.m. broadcast would disrupt a working day. It was then decided to use the wives as stand-ins. The visiting Canada Dry women saw Miss Stuart broadcast, listened to a brief talk and toured the station building.

PASSON'S, Philadelphia sporting goods and men's clothing store, has added a *Pot O' Gold* type of feature to its nightly news-and-sport periods on WFIL, Philadelphia. In spite of the late hour, the broadcast carried for a quarter-hour at 11 p.m., telephone calls are made to listeners. Only five calls are made during the program, and with $25 in the opening pot, the first answered call receives half of that sum, the second completed call half of the remainder etc.

WCAU, Philadelphia, was visited by its third largest throng of visitors in a single month during November, an attendance recapitulation revealing that the 30-day total reached 22,311 persons touring the studio building. Previous record crowds at WCAU in a single month were 37,000 during the month following the opening of the studios in 1934, and 52,000 during the Open House Week in April, 1938. Maj. Bowes auditions, election programs, the WCAU Aviation Ground School and more live talent programs all contributed to a general swing in activity and accounted for the increase, studio officials believe.

A NEW weekly musical, The *Chicagoland Concert Hour*, with Henry Weber's orchestra and soloist Marion Claire, will replace the Chicago Opera series on MBS starting Monday, Dec. 16, 11-11:15 p.m. Col. Robert R. McCormick, publisher of the *Chicago Tribune*, will speak on each broadcast.

WDRC, Hartford, celebrated its 18th birthday anniversary Dec. 10. The station is the oldest in Connecticut and one of the oldest in the country. The entire week of Dec. 8 was set aside for the celebration which featured special programs.

MEMBERS of the cast of Oxydol's *Own Ma Perkins* program celebrated the seventh birthday of the show on NBC Dec. 4, when executives of Blackett - Sample - Hummert, agency handling the program, entertained at a dinner in the Racquet Club, Chicago. Broadcast is sponsored by Procter & Gamble Co., Cincinnati, on 75 NBC-Red stations.

THROUGH a special tieup of six North Central Broadcasting System stations, Midwest listeners are receiving a unique morning weather service. Starting at 10:05 a.m. each day except Sunday, KVOX, Moorhead, Minn., opens the broadcast with a 90-second review of temperature, wind velocity, road conditions, followed by switches to the five other stations for weather data at these points. The entire hookup reports in less than 10 minutes on the daily feature. Other participating stations are KABR, Aberdeen, S. D.; KRMC, Jamestown, N.D.; KDLR, Devils Lake, N.D..; KGCU, Mandan, N.D.; KLPM, Minot, N.D.

WHOM, Jersey City, has been added to the list of 17 stations carrying the Sunday afternoon religious program *Father Justyn's Rosary Hour*, one of the oldest foreign language programs on the air, presented in Polish from Buffalo.

At Army Camps

A REGULAR portion of *Your Hit Parade* on CBS will originate from various Army training camps starting in January. Jerry Lester as m.c., a name band of the week, dancer Floria Vestoff, vocalist, Dean Janis and magician Gali Gali will compose the "insert" portion of the program coming from the training camps. The current cast of the *Hit Parade* will continue to be heard with the ten top songs of the week from New York. Lester will act as host for the programs from the training camps. Frederick A. (Ted) Long, formerly of the CBS staff will produce the new portion of the show.

WJHL, Johnson City, Tenn., expects to complete construction of its new 1,000-watt transmitter and begin operation on 880 kc. about Dec. 20. Operating fulltime, with directional antennas at night, the station is RCA-equipped and uses three 250-foot towers. W. Hanes Lancaster is owner. Construction was directed by O. K. Garland, chief engineer.

WNAX, Yankton, S. D., has started construction to enlarge studios and office facilities by 3,500 square feet. Plans include enlargement of the auditorium studio, which now seats 250. General offices of the station will surround a central lobby which will feature merchandising displays for the station's sponsored shows, according to an announcement by Robert R. Tincher, WNAX manager.

KXOK, St. Louis, recently carried one of its most unusual sponsored programs, a description of the unveiling of a commercial billboard. A large baking concern recently started a billboard campaign tying in with the "safety first" campaign sponsored by Mayor Dickmann, and the firm sponsored a broadcast of public acknowledgement of the civic gesture by the mayor. Program included a speech by the mayor, music by a drum and bugle corps and a description of the unveiling itself.

WNAX, Yankton, S. D., on Dec. 2 announced conclusion of the third annual essay contest sponsored cooperatively by the station and the South Dakota Tuberculosis Assn. The essay contest, open to all high school students in the State, carries a first prize of tuition scholarship in any State school or $70 cash, a second prize of $50 and a third of $30. Winning essays on tuberculosis and its control are read by their writers on a special broadcast during which prizes are awarded.

ON THE MBS broadcast Dec. 3 when WROK, Rockford, Ill., celebrated its first anniversary as a Mutual affiliate, Fulton Lewis, jr., MBS Washington commentator, who was guest of honor, received a plaque from the local Chamber of Commerce "in appreciation of his truthful and timely analysis of the nation's news."

WINS, New York, is presenting three of its programs each week from its recently finished studio in the penthouse of the Mayflower Hotel, New York, which includes seven rooms in duplex style. Programs are the *Mayflower Guest Book*, the *Know Your Government* series, and the *Collegiate Debates* broadcasts.

WPID, Petersburg, Va., has been running a series of programs in conjunction with county agents of the Triple-A. Agents and farmers air their view on cotton and tobacco.

WPIC, Sharon, Pa., has lengthened its daily schedule by going on the air at 4 a.m. with a new two-hour show, *Four O'Clock Special*.

BOOKS RECEIVED in response to Phil Cook's annual Christmas Book Drive on his *Morning Almanac* program on WABC, New York, are to be sent this year to the various Army camps as well as to shut-ins in hospitals. Arrangements were made through the War Department to turn over a portion of the contributions, now arriving from listeners at CBS headquarters in New York, to the libraries established in the camps.

WHP, Harrisburg, Pa., is mailing regular listeners of its *Sunrise Roundup* program copies of the new *Baer Farm Almanac*, standard rural handbook for the last 115 years. The program, rounding out its first year, is produced by Russ Brinkley under supervision of John H. Light, Pennsylvania State Secretary of Agriculture, who along with other officials appear on the 6:30-7 a.m. feature.

GENE CLARK, sales promotion manager of KPO-KGO, San Francisco, has assigned editorial duties for *The Loud Speaker*, semi-monthly house organ of the stations, to the mail and guest relations staff. Jack McDermott is editor, assisted by Jack Ulrich, Neil Shaver, Bill Emery, Joe West, Bob Gray and Harry Mayhorn.

WMJM, Cordele, Ga., has opened additional studios in Americus. Programs originate from the Americus studios three hours daily.

KSCJ, Sioux City, Ia., expects to occupy new studios within the next few months. Station is now operating from temporary studios pending completion of the new setup.

WCKY, Cincinnati, has signed a contract with United Press for news. Service begins immediately, according to Ford Billings, sales manager.

WSB, Atlanta, on Dec. 2 started a new dramatic series, *The Face on the Clock*, featuring original plays by Elmo Ellis, of the continuity staff. The program is carried at 11:15 p.m. Saturday nights to vary the usual dance band routine.

KSTP, St. Paul, cooperating with the State Highway Department, has started a road service series for early morning listeners. Special bulletins on the condition of all roads in the state are broadcast at 6:15, 6:50 and 7:30 a.m., with further bulletins later in the morning.

STUDENT FORUM on current events, *Bull Session*, heard locally in Chicago during the fall, on Dec. 7 returned to CBS with a discussion by six Northwestern U students on "How to Be a Good Neighbor," based on relations between the Americas.

ROBERT T. CONVEY, president of KWK, St. Louis, recently presented a silk guidon to Capt. John Cassey, commanding officer of Battery A 128th Field Artillery of the National Guard, on behalf of the station. KWK broadcast the presentation ceremonies.

WEAF, New York, key outlet of NBC-Red, was forced off the air for seven minutes Nov. 30 when a current transformer in its new transmitter at Port Washington, L. I. began to burn out.

WLS, Chicago, on Nov. 25 started a weekly quarter-hour educational series under the direction of Harriet Hester, educational director, featuring choral groups of Chicago high schools.

WOR, Newark, is broadcasting holiday-season announcements calling attention to the fact that the Radio Servicemen of America will gladly call for old unused radios, and recondition and deliver them without charge to charitable institutions.

REVENUE OF WENR and WMAQ, NBC Chicago outlets, continued upward during November, with WENR billings up 34% and WMAQ showing a 15% increase over the same month a year ago, according to the report of M. M. Boyd, NBC Central Division spot sales manager. Central Division spot bookings on all NBC-represented stations increased 50% over November, 1939.

MAUBORGNE INVENTS
Defense Official First to Send 2-Way Plane Radio

MAJOR - GENERAL Joseph O. Mauborgne, Army Chief Signal Officer, and a member of the Defense Communications Board, was revealed as a radio inventor in his own right during the meeting of the National Inventors' Council in Washington Dec. 3. Designated the Army representative on the Council, which is evaluating inventions of a national defense character, Gen. Mauborgne was disclosed as the inventor of the first radio apparatus to communicate between airplane and ground. He has produced many radio inventions and now holds 21 U. S. patents.

The first apparatus to provide air-to-ground communication was developed by Gen. Mauborgne in 1912 when he was a lieutenant. The plane in which the equipment was installed was piloted by Maj. Gen. H. H. Arnold, Deputy Chief of Staff for Air, also a lieutenant at the time. In 1914 Gen. Mauborgne constructed the first apparatus to provide two-way communication between plane and ground.

MORE THAN 40% of all adult Americans listen three or four times a month to the CBS *Major Bowes Original Amateur Hour*, according to a survey conducted by Elmo Roper, in charge of *Fortune* magazine surveys. Mr. Roper estimated that the weekly audience of Major Bowes, sponsored by the Chrysler Corp., Detroit, is in excess of 37,000,000 persons.

IT'S WBIG!
The MAGIC CIRCLE
GREENSBORO N.C.
More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

New York, L. A. Agents Accept New AFRA Code

CODE of the American Federation of Radio Artists for talent agencies has been accepted by both the New York and Hollywood agents' associations. Notices have been sent out to all agents and applications for franchises are coming in rapidly, Mrs. Emily Holt, executive secretary of AFRA, stated Dec. 12. Deadline for applications, she said, was Dec. 15, with terms of the franchise retroactive to Nov. 15. With this problem out of the way, the next major piece of AFRA business will be the negotiation of a code covering the transcription industry, with discussions expected to be resumed at the turn of the year, she said.

AFRA has chartered two new locals, one at Washington, D. C. and the other at Dallas, she stated, and has signed contracts with WLS, Chicago, WWJ, Detroit, and a renewal with KMOX, St. Louis. The WLS contract places that station on a parity with the network-owned stations in Chicago, Mrs. Holt explained, while the others are standard AFRA station contracts.

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13!
BROADCASTING
SAVE $2
Subscribe NOW!
Before Jan. 1
$3, one year
$5, two years
After Jan. 1
$5, one year
$8, two years
including
YEARBOOK Number

Central American Pickups of Programs On CBS Arranged by Akerberg on Tour

HERBERT V. AKERBERG, CBS vice-president in charge of station relations who is currently in Mexico following a flying visit to Central America, has negotiated agreements with a number of stations in Nicaragua, Guatemala, Costa Rica and San Salvador for the rebroadcasting of CBS shortwave programs, according to CBS officials in New York. Exact details of the arrangements will not be known until Mr. Akerberg's return to New York shortly after Dec. 15.

Before leaving Mexico City for his Southern swing, Mr. Akerberg arranged for the transmission of the Sunday afternoon broadcasts of the New York Philharmonic Symphony Orchetra to XEQ, Mexico City, via land wire, and these programs have been sent to XEQ each Sunday since Dec. 1 for broadcast in the Mexican capital. Programs are also broadcast on the shortwave transmitter, XEQQ. Both XEQ and XEQQ are owned by Emilio Azcarraga, president of the Mexican Assn. of Broadcasters.

Sustaining To XEQ

These Philharmonic broadcasts are probably the forerunner of a more extensive sustaining program service by CBS to XEQ and XEQQ, it was explained. CBS has already obtained FCC permission to feed these programs to the Mexican outlets on a temporary basis and has filed an application for permanent authorization for such service. The inclusion of commercial programs in this schedule is a possibility, it was admitted, but not a likelihood within the near future.

Reports from Mexico that Mr. Akerberg signed up a number of Mexican stations as exclusive CBS affiliates to receive both sustaining and commercial service from the network, which would act as their sales representative in the United States, were neither confirmed nor denied at CBS headquarters, where it was said no comment would be made until they had heard from Mr. Akenberg, who has not himself reported any such negotiations and whose trip was planned as a purely exploratory visit.

A report from Bogota, Colombia, that HJCS, 50 kw. station belonging to Radio Continente and said to be the most powerful transmitter between Mexico and Buenos Aires, had signed a five-year affiliation contract with CBS, negotiated by William S. Paley, president of the network, was likewise received without comment by New York officials. Mr. Paley, with Mrs. Paley, Paul White, CBS director of public affairs, and Edmund Chester, director of international broadcasts, is making an aerial tour of South America, also described as "purely exploratory".

According to the information from Bogota, CBS will send new broadcasting equipment to HJCS, accompanied by network engineers who will supervise its installation and early operation. The contract, becoming effective Sept. 1, 1941, approximate date set by CBS for the completion of its new 50 kw. shortwave station, runs for five years and calls for the rebroadcasting of a portion of the CBS shortwave schedule, the letter stated. HJCS is represented in the United States by Pan American Broadcasting Co.

Expanded Service

With the greatly increased interest in Latin America on the part of the United States as a result of the hemisphere solidarity plan, it is expected that CBS will eventually establish a program service for the audience of the South and Central American countries, with programs originating in New York and beamed via shortwave to the south will be picked up and rebroadcast by a number of local stations. Such a service has already been announced by NBC [BROADCASTING, Dec. 1]. But CBS executives disclaim any knowledge at this time of the extent of this program service or of its commercialization.

John F. Royal, NBC vice-president in charge of international broadcasting, was expected to return to New York Dec. 15 from a visit to Mexico and Guatemala, during which he arranged for another Azcarraga station, XEW, Mexico City, to broadcast the weekly concerts of the NBC Symphony Orchestra, which it receives by land wire.

It's a Myth

SALUTED for its outstanding exploitation of the NAB-sponsored 20th Birthday of Radio, WHEC, Rochester, recently received a mythical loving cup from Arthur Stringer, of the NAB Washington headquarters staff. After Mr. Stringer had dispatched by express an empty box, containing the mythical cup, insured for $25, along with inscription instructions, WHEC formally acknowledged receipt of the award. The station's letter of acknowledgement to Mr. Stringer noted that WHEC executives and staff had met in a mythical conference and passed a mythical resolution of thanks, appropriately set forth in the letter by a long blank line between two quotation marks.

New FM Forms

(*Continued from page 16*)

new form requires the number of stockholders of record, and if there are not more than 20, the name business and home address and citizenship of each, the number of each class shares held, and percentage of total outstanding voting stock held by each. If more than 20, this information is required for any person owning, controlling or voting 3% or more of the voting stock. The original form required detailed information for up to 100 stockholders rather than 20.

Apart from elimination of the section calling for a record of all suits or proceedings, this division of the application form was further modified to allow general narrative information on any suit in Federal court involving the applicant. Instead of being required to supply certified copies of pleadings and proceedings, he may now simply identify the court and indicate where records may be obtained.

The financial section of the application form has been modified to require bank references only of persons owning 25% or more of the capital stock, rather than all shareholders. As in the previous form, information on yearly income for each of the preceding four years, along with detailed estimates of initial costs of installing the proposed station, is required. Under "funds on deposit" is required a statement of bank balances at the end of each of the four preceding years, as well a month-end balances for the preceding 12 months, and a statement of who may draw on the account and for what purpose.

Applicant's Careers

Instead of a full-career account of the business or financial enterprises engaged in by parties to the application, only a review of the last 10 years is required, with only a general statement of their activities required for persons furnishing not more than 25% of the financing. Also required is a narrative statement summarizing provisions of contracts or agreements relating to financing the station, along with the substance of and parties involved in correspondence, negotiations and discussions relating to financing the station. Copies of all pertinent contracts are required.

In the "applicant's interests" section, the required disclosure of individual holdings in the radio field is limited to those holding a "substantial interest", defined as 10% or more, within the last 10 years. This applies to partners, officers, members of the governing board, directors, principal stockholders, supervisory employes and members of the immediate family who have such holdings. Formerly this extended to "any relatives, present or former associates of applicant, or other parties", and constituted an endless problem of research.

More specific information on equipment and technical operation of the proposed station also is required in the new form, although terminology has been simplified to some extent.

Some WOV Strikers Back

SOME of the announcers who struck against WOV, New York, when the American Communications Assn., CIO union, ordered its members at the station out on Nov. 3 [BROADCASTING, Nov. 15, Dec. 1], have returned to work and others have requested their old jobs back, WOV officials stated Dec. 12. No signs of settlement of the differences between station management and union have appeared, however, and the New York office of the National Labor Relations Board, with whom ACA lodged a complaint against the station, reports merely that it is "still investigating."

Canada Candy Sponsor

HAMBLIN & METCALFE Ltd., Kitchener, Ont. (candy) has started a live spot announcement campaign of interesting facts six times weekly on CFRB, Toronto; CKCL, Toronto; CKGB, Timmins, Ont.; CKSO, Sudbury, Ont.; CKCO, Ottawa; CFPL, London, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CFRC, Kingston, Ont.; CKOC, Hamilton, Ont.; CHNS, Halifax; CKY, Winnipeg. Account was placed by Dickson & Ford Ltd., Toronto.

Holiday Features Mark Station and Network Programs

Music, Drama, and Charitable Broadcasts Are Arranged

WITH the approach of Christmas and New Year, the three national networks are planning their annual holiday programs of Christmas music and drama and international broadcasts of goodwill. Individual stations, along with the NAB, also are conducting special program and promotional features for the holiday season.

CBS, in its "Christmas Caravan" of programs, announces coverage of the annual ceremony of lighting the White House Christmas tree in Washington; the return of Lionel Barrymore in Dickens' *Christmas Carol*, an annual feature of the *Campbell Playhouse* program Dec. 20; a repeat on the *Columbia Workshop* program Dec. 22 of Norman Corwin's "Plot to Overthrow Christmas"; carols by the Salt Lake City Tabernacle Choir, the Bach Choir and the Madrigal Singers. *Professor Quiz*, whose program falls on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 25, a CBS broadcast on *Christmas in the Americas* is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual International Children's Christmas Party, presenting 43 children of diplomats from Washington. On Dec. 24 NBC will feature an exchange program between NBC in New York and the network's foreign correspondents all over the world. Christmas Day, NBC-Blue from 1-3 p.m. will present "Christmas Greetings to England" from Hollywood, New York and Chicago, with 75 leading stars of screen and radio participating. The morning of Dec. 25, NBC-Red will broadcast an exchange of greetings between refugee children in the United States and Canada and their parents in England, and in the afternoon a Vatican Christmas program with a description of the celebrations in Rome.

An annual feature of NBC's year-end coverage will be the Dec. 29 broadcast of the ten biggest news stories of the year 1940, as selected by NBC representatives under the direction of A. A. Schechter, NBC director of news and special events.

Also on Dec. 29 MBS will broadcast an hour review of the news events of 1940, recreating the stories by the use of recordings made at the actual time of the news break or of speeches by such noted persons as President Roosevelt, Churchill, Chamberlain, Daladier, Hitler, and Mussolini.

Other special MBS programs scheduled are a dramatization of Dickens' *Christmas Carol* Dec. 19; lighting of the White House tree Dec. 24; King George VI's speech on the "Christmas Under Fire" broadcast from England on Dec. 25, and the same day a musical program from the Santa Barbara Mission, with music by the Padre Choristers.

Drive to Sell Sets

The NAB reports that stations all over the country are pushing its radio-promoting drive, "50,000,000 Radio Sets by Christmas", using special announcements furnished by the NAB to emphasize radio sets as Christmas gifts. Cited as typical of the interest in the drive is participation of four Washington stations—WRC, WMAL, WOL, WJSV—each of which has scheduled the announcements several times daily straight through Christmas.

Individual stations also are carrying various special Christmas features. The holiday schedule of WMCA, New York, includes a Christmas Day party for refugee children, with Bob Emory as m.c., which will be shortwaved to England. On Dec. 15 college students from foreign countries, some of them war refugees, were to broadcast their personal Christmas messages to their families in Europe and South America on WGEA and WGEO, General Electric shortwave stations in Schenectady.

WROK, Rockford, Ill., under sponsorship of W. T. Grant Co., is carrying a series of Saturday morning half-hours on which youngsters visiting the sponsor's store talk to Santa Claus at the North Pole via radio. WGL, Fort Wayne, Ind., again this year is broadcasting Christmas carols from atop the local Lincoln Tower, claimed the highest point in Indiana, featuring local church choirs and carol groups.

Four Washington stations are conducting special Christmas drives to obtain food, clothing and toys for needy children and families—WRC, with Gordon Hittenmark's Doll House; WMAL and the Washington Star, Christmas House; WJSV, They Need Shoes; WOL, Art Brown's Country Store. WOR, Newark, on Dec. 21 will hold its 12th annual Christmas party for children of staff members.

Case histories of the county's most needy families are carried on the holiday *Good Neighbor* series of KFRU, Columbia, Mo. KVOO, Tulsa, Okla., on Dec. 5 started its seventh annual *Poor Kids' Christmas* campaign to secure broken and discarded toys to be repaired by the WPA toy project and distributed by United Family Service, a Community Fund agency. Departing from the usual Santa Claus appearance, KLZ, Denver, is presenting *Skipper Jim*, a one-man show in which the Skipper acts as personal representative for St. Nicholas, tells stories.

A recent issue of *Buy Way*, WLW merchandising paper, devoted a full page to the Christmas displays of WLW-advertised food products and methods for their use, part of a food promotion campaign. In a number of cities local trade associations are distributing display material, with WLW field representatives handling the job elsewhere. A special quarter-hour WLW program, *No Greater Gift*, has been arranged for Monday nights to push food gifts.

KALE, Portland, Ore., is conducting its *Kid's Quiz* as a daily feature under sponsorship of a local department store. Santa Claus, impersonated by Clarence Talbot of the KALE staff, hands out gifts to all participants.

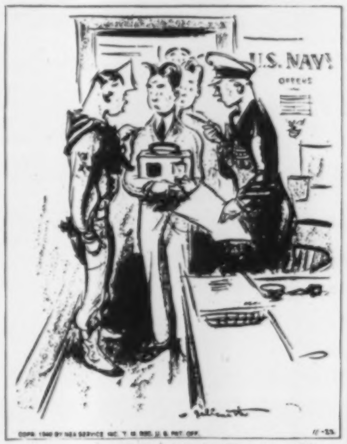
WMCA Seeks Harmon

Gridiron Star Refuses to Act Before Graduation

TOM HARMON, U of Michigan football luminary who was recently a guest star on Eddie Cantor's program, may become a radio sportscaster with his own program on WMCA, New York, if a tentative deal drawn up by Donald Flamm, president of WMCA, goes through. The plan was suggested by Douglas Hertz, owner of the New York Yankees pro football team, and submitted to Harmon.

Hertz brought Harmon to New York to discuss a pro football contract, but the latter declared he would rather get into radio, whereupon the conversations with Flamm were arranged. While Hertz is not acting in the capacity of Harmon's manager, his interest in the Michigan star's radio aspirations centers around the fact that a New York radio contract would bring Harmon to New York, during which time he might reconsider pro football in addition to his radio duties.

Harmon also conferred with CBS and NBC officials while in New York, but intimated that action on any decision he might make would have to wait until graduation next June.



Galbraith in Trenton Times

"Would you mind turning off that quiz program while Uncle Sam asks you a few questions?"

Cake Eaters

KILLING two birds with one cake—Christmas and the station's 10th anniversary on Dec. 15—John F. Patt, general manager of WGAR, Cleveland, dispatched a large number of chocolate-iced white cakes to the trade. Wrapped in cellophane and boxed for safe shipping, the cakes were inscribed in three colors. In addition to the icing inscription, an accompanying card combined an invitation to partake of the pastry with a Christmas greeting, an invitation to visit the studios and an appreciation of the American Way.

BENJAMIN MOORE & Co., New York (paint) on March 1 starts its annual spring campaign, resuming its *Betty Moore* series in 41 NBC-Red stations, Saturdays, 10:30-10:45 a.m. Account is placed direct.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

CHNS

HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

In Chicagoland
300,000 Lithuanians
Listen and Respond to

THE LITHUANIAN HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

for participation details, write

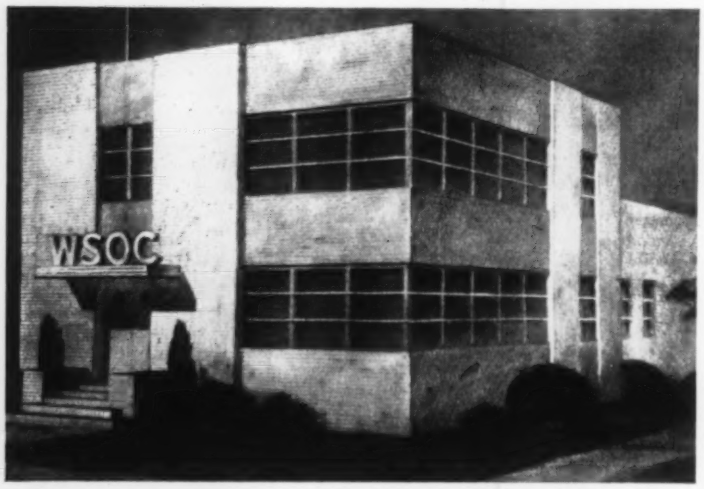
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

WAJR Starts Operating

Mr. Murphey

THE NEW WAJR, Morgantown, W. Va., home of the U of West Virginia and site of a new $15,000,000 DuPont chemical plant, went into operation Dec. 8 with C. H. Murphey as manager and commercial manager. Mr. Murphey formerly was commercial manager of WJLS, Beckley, W. Va., and before that was with WHIS, Bluefield, W. Va. His staff includes John Goerss, formerly announcer of WJLS and program director of WSLB, Ogdensburg, N. Y., program director; Roy C. Spence, formerly with WJLS and WPAR, Parkersburg, W. Va., chief engineer; James Pryor, from WHIS, sales and special events; Bob Provence, from WMMN, Fairmont, W. Va., and Frank Shaffer, announcers; Olan Christopher and Tom Moore, engineers. Station is RCA-equipped throughout with a 203-foot Lingo tower. Its owner is H. C. Greer, West Virginia industrialist and publisher.

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13!
BROADCASTING
Broadcast Advertising
SAVE $2
Subscribe NOW!
Before Jan. 1
$3, one year
$5, two years
After Jan. 1
$5, one year
$8, two years
including
YEARBOOK Number



GROUND has been broken and actual construction started for the new home of WSOC, Charlotte, N. C., to house new studios, transmitter plant and offices. About five acres of ground were purchased and a new 400-foot antenna is to be erected.

Department Stores' Public Contacts Offer Aid for Radio, Says Hirschmann

INTIMATE acquaintance of large department stores with the needs and desires of the general public places them in a position to aid materially in the development of the broadcasting art, according to I. A. Hirschmann, vice-president of Bloomingdale Bros., New York department store, who is also vice-president and general manager of Metropolitan Television Inc., jointly owned by Bloomingdale's and by Abraham & Straus, Brooklyn store. Metropolitan Television has recently been granted licenses for both television and FM station.

"We are now chiefly concerned with technical problems which must be solved before our stations, to be located atop the Pierre Hotel, in mid-Manhattan, can begin operation," Mr. Hirschmann stated, "but we have already made program studies which have proved to our own satisfaction, at least, that we can make a definite cultural contribution to the public as well as utilizing the tremendous merchandising powers of sight and sound broadcasting for our stores."

Prior Experience

"Our experiments with an inter-store wired television system showed that with the cooperation of the trained personnel of the stores we could easily create and produce programs on child care, the proper selection of clothes, the culinary art and similar topics of interest and importance to housewives and mothers. Approximately 100,000 persons a day visit each store, and through our contact with them we have had a great deal of experience in finding out what the public wants."

A member of the Board of Higher Education of New York, Mr. Hirschmann has a practical knowledge of modern educational methods which he is planning to apply to his programs of television, FM and eventually, he hopes, fascimile. He is also planning to provide extensive musical fare for his stations' audiences, aimed at educating while they entertain. Television, he believes, can show people how music is made and how good music differs from bad in a way that would be impossible with either sight or sound alone. And here, too, he has a practical background, for he is founder and president of the New Friends of Music, a non-profit organization designed to advance the scope of musical knowledge in America. This organization has made extensive use of broadcasting in its work and its Sunday evening concerts are a regular feature of the Blue Network.

Mr. Hirschmann's own acquaintance with radio goes back to the early days of broadcasting when he was instrumental in putting the first symphony orchestra on the air on WOR, himself acting as program commentator. To maintain its successful position as a medium for merchandising and advertising radio must always remember that this success is based on its broad public service, he declared, and that any defalcation in the field of public service will inevitably be reflected in the medium's commercial value to advertisers.

Stating that they want to start broadcasting as soon as possible, Mr. Hirschmann said that Dr. Frank G. Kear, chief of the broadcast division of Washington Institute of Technology, and Allen B. Du Mont, president of Allen B. Du Mont Laboratories, for research and manufacturing in the television field, have been acting as advisors, and that the company was ready to begin engaging its own technical staff. There is a lot of experimental work to do in connection with Channel 8, 162,000-168,000 kc., developing proper tubes etc., he said.

Video Station Returns

NBC's television station, W2XBS, New York, resumed operations Dec. 11 after an eight-day shutdown, during which engineers put the transmitter back into normal operating condition following several weeks of tests in cooperation with the National Television Systems Committee. During the recess technicians installed a filter which allows use of the antenna for FM transmission as well as television. Formerly the FM station W2XWG used a separate antenna on the east side of the Empire State Bldg. transmitter site for both FM and television.

WINX, Washington, D.C. Has Friday 13th Debut

FRIDAY, Dec. 13, was deliberately chosen by Lawrence J. Heller, Washington attorney, as the inaugural date for his new radio station, WINX, operating with 250 watts on 1310 kc. He chose the date, he said, because 13 has always been his lucky number. His law office is located on 13th St., the WINX frequency is 1310, and the FCC authorized WINX last Feb. 13.

Associated with Mr. Heller as general manager of WINX is Reggie Martin, former general manager of WJNO, West Palm Beach. Mrs. Helen K. Mobberley, formerly with NBC Washington stations, is commercial manager, and Ralph Cannon is chief engineer. WINX's first broadcast was *Wake Up With WINX*, a new early morning feature with a new personality, Francis C. Owen.

Reynolds May Quit FCC For W. Va. Station Post

POSSIBILITY that John B. Reynolds, veteran assistant secretary of the FCC, will resign shortly to become manager of a West Virginia station, was reported Dec. 13 in FCC circles. No immediate confirmation could be obtained, however, and his resignation has not been submitted.

Mr. Reynolds previously had received several offers to manage broadcast stations or enter the industry. He has been with the FCC since its creation in 1934 as assistant secretary and budget officer, and before that was assistant secretary of the Radio Commission under James W. Baldwin.

A native of Minneapolis, Mr. Reynolds has been in Washington since 1919. At that time he joined the Department of Justice as assistant chief clerk, when Mr. Baldwin was chief clerk. Shortly after Mr. Baldwin took over the secretaryship of the Radio Commission, Mr. Reynolds joined him.

Stag to Gardner

GRIESEDIECK WESTERN Brewery Co., Belleville, Ill (Stag beer), planning development of new territories, has named Gardner Adv. Co., St. Louis, as agency, effective Jan. 1. A. W. Neally, Gardner vice-president, is account executive. Radio, newspaper and outdoor advertising are to be used.

MISSOULA
SHORE HAS GROWED!
From 1930 to 1940–
Montana gained 3.1%
MISSOULA GAINED 30.2%
Earnin' and Spendin' more, too. Yes Sir!
KGVO 5000 W. DAY 1000 W. NIGHT 1260 KC.
MISSOULA, MONTANA
Growing with Western Montana–Central Idaho

IBEW Claims Progress on West Coast In Campaign to Organize Technicians

INTERNATIONAL Brotherhood of Electrical Workers in the West has been active in the past two months organizing engineering staffs in California, Oregon, Washington and Nevada, and securing contracts from stations.

IBEW reported an agreement with KLX, Oakland, Cal., carrying pay increases of about $50 a month retroactive to Sept. 1. Negotiations at KHUB, Watsonville, Cal., under way several months, were concluded with increases of $40 per month and hiring through the union. The management at KQW, San Jose, agreed to eliminate combination operation at the transmitter as of Dec. 1.

IBEW announced it has signed a contract with the McClatchy stations — KFBK, KMJ, KWG, KERN and KOH. At KFBK the technical staff received an increase of $2.50 per week, retroactive to Aug. 25, bringing the base to $47.50 per week. KMJ, Fresno, and KOH, Reno, signed similar contracts, calling for the same increase. KERN engineers received an increase of $3.50 per week retroactive to Aug. 25 and another increase of $2.50 in about six months. KWG, Stockton, Cal., received an increase of $3.50 per week to bring the base pay up to $45 a week.

Complaint Filed

The union reports difficulty in negotiating an agreement with KPMC, Bakersfield, Cal., claiming the management refused to recognize the union. A complaint has been filed with the National Labor Relations Board and KPMC has been placed on the unfair list of the IBEW.

Organization of the Los Angeles area has been progressing, IBEW reported, with KMTR and KGFJ technicians signed 100%. In Oregon IBEW reports signing KEX-KGW, Portland, with an increase of $2.50 per week retroactive to Aug. 1 and a further increase of $2.50 per week in about six months. A contract was signed with KWJJ, calling for an increase of $2.50 per week. A more recent agreement calls for a $5 per week increase and another raise of $2.50 in about six months. KXL is now organized and negotiations will start soon. KALE-KOIN were organized some time ago and are now working under signed agreement. When KXL negotiations are concluded Portland will be operating 100% under IBEW agreements.

At Seattle the IBEW recently celebrated its first anniversary in the Northwest. The union stated that KOMO-KJR are to be approached when their present contract expires Dec. 31. A new contract for KRSC has been negotiated and is now waiting signatures. Negotiations are under way with the management of KEVR.

A Broadcast Division of the Northern California Electrical Workers, auxiliary of IBEW, was formed in San Francisco recently at a meeting of the joint executive conference of the Electrical Workers.

Merwin Jones, KFBK, Sacramento, was named chairman; Donald Cameron, KFRC, San Francisco, vice-chairman; James Whitney, KMJ, Fresno, secretary. The next quarterly meeting will be held in Stockton Jan. 4.

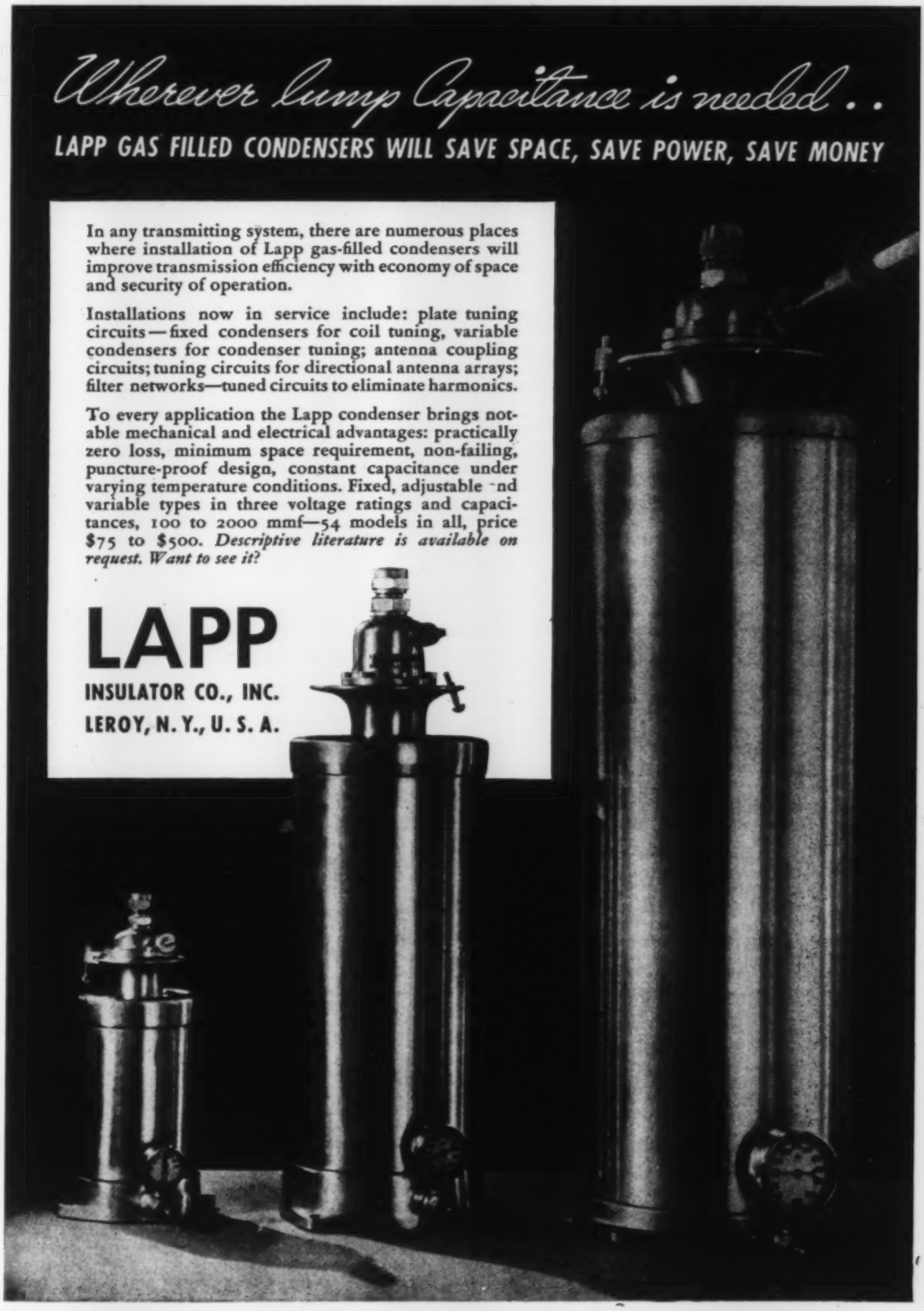
At a meeting of the Broadcast Unit of Local 340 of the IBEW at Sacramento, formal organization was completed. Officers elected were Winston Bull, KROY, president; Earle Boone, KFBK, vice-president; Everett Davis, secretary.

Groundwork for the Radio Technicians Division of the Washington State Electrical Workers Assn., affiliated with IBEW, was laid recently at the Washington State convention of Electrical Workers at Coulee Dam. The primary objects are better service and closer contacts for the technicians in the outlying districts; centralization of employment; consolidation and standardization of wages, hours and working conditions and to expedite the amicable settlement of differences between employe and employer as they arise.

Buys One-Time Period

CRAWFORD CLOTHES, New York, which in 1938 broadcast a series of half-hour Monday night programs on WABC, New York, on Dec. 12 sponsored a half-hour variety program on WABC, 10:15-10:45 p. m., on behalf of its men's clothing. Program, presented on that date only from the Hotel Commodore, featured Al Bernie, impersonator, and Sammy Kaye's Orchestra. Agency is Al Paul Lefton, New York.

WFAA-KGKO, Dallas-Fort Worth, have contracted for the United Press radio wire, at the same time moving their news department from the *Dallas News* building to the WFAA studios in the Baker Hotel.



Wherever lump Capacitance is needed..

LAPP GAS FILLED CONDENSERS WILL SAVE SPACE, SAVE POWER, SAVE MONEY

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency with economy of space and security of operation.

Installations now in service include: plate tuning circuits — fixed condensers for coil tuning, variable condensers for condenser tuning; antenna coupling circuits; tuning circuits for directional antenna arrays; filter networks—tuned circuits to eliminate harmonics.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacitances, 100 to 2000 mmf—54 models in all, price $75 to $500. *Descriptive literature is available on request. Want to see it?*

LAPP
INSULATOR CO., INC.
LEROY, N. Y., U. S. A.

ASCAP Consent Decree Believed Near

Would Break Radio Impasse, Create New Setup

(*Continued from page 13*)

contained in the newspapers' form of contract whereby they agree to a minimum of four times the arbitrary sustaining fee.

Clearance at the Source

4. Clearance at the source for all music performed over the networks, with similar provisions for eventual clearance of transcriptions.
5. Prohibition against discrimination by ASCAP as between stations in the same general category.
6. Requirement that, in addition to the "per program" basis of royalty payment, ASCAP have nonexclusive agreements with its publishers and composers, so that any user would be in a position to make a "per piece" or "per job" arrangement with a copyright owner, thus making for utmost freedom of competition.
7. Full-scale reorganization of ASCAP to eliminate its self-perpetuating board of 12 publisher and 12 composer members.
8. Requirement that ASCAP open its doors to all comers, without the "fifth hit" eligibility requirement for membership, and adopt equitable practices for distribution of royalties.
9. Place ASCAP in the category of a music clearing house, perhaps collecting a service fee from the publishers and writers it represents.

Music Pool Seen

Such a broad-gauged plan as envisaged by the decree might lead to a general music pool, corresponding to the patent pools in the automotive and aeronautics fields. These definitely embrace the "pay-as-you use" formula.

The consent decree would be based on the anti-trust suit filed against ASCAP on Aug. 30, 1934 by the Department of Justice, prior to the 1935 contract renewals at which the present 5% basis was foisted upon the industry, except for the discriminatory arrangements on "per program" made with newspaper - owned stations. The case went to trial June 11, 1935 before Federal Judge Henry W. Goddard, and after 10 days was adjourned to permit the parties to stipulate the facts. It has been dormant since, except for a grand jury action several weeks ago instituted by the Department to subpoena ASCAP files. ASCAP later supplied the files voluntarily and shortly afterward the "peace" conversations with the Department began.

Assuming the consent decree is forthcoming, BMI probably will be swiftly reorganized so that stations, beginning in 1941, will pay on a "per piece" basis. The only serious industry objection to BMI, coming from the camp headed by Ed Craney, KGIR, Butte, Mont., was that it was based on the ASCAP "blanket license" formula, which the Government was attacking as illegal and to which the industry most violently objected in its dealings with ASCAP.

Outlawing of the practice in the case of ASCAP would make the terms automatically applicable to BMI. Unless it adjusted its pay base, the Government presumably would have grounds for action against it—a consideration that unquestionably has given ASCAP some solace in these dark days.

Lafount's Letter

The latest blast against ASCAP came in Mr. Lafount's letter of Nov. 9 to Attorney General Robert H. Jackson. He reviewed negotiations during the last few weeks with ASCAP General Manager John G. Paine on a projected "per program" basis of payment for independent non-network stations, and told of their futility. He said that, while the ASCAP official insisted his organization was interested in some new workable method other than the blanket license when the "per program" basis was broached, he said this would not be "satisfactory."

Describing the plight of the independent stations which are largely dependent upon recorded music, Mr. Lafount said that under the circumstances it seems inevitable that, on the expiration of the existing licenses, many small stations will be compelled to continue payment of a percentage of their gross to ASCAP. This, he explained, is regardless of the fact that a very substantial portion of the income is derived from programs which make no use whatsoever of music controlled by ASCAP members.

Counsel in Case

"The question of the illegality of the Society's demand for a percentage of the gross income derived by broadcasting stations", Mr. Lafount concluded, "has been before the Department of Justice for some years, and it is hoped relief may be obtained before it is too late."

General counsel of NIB is Andrew W. Bennett, Washington attorney and special assistant to the Attorney General in 1934, when the anti-trust suit against ASCAP was filed. Mr. Bennett also has been identified with several of the state anti-ASCAP suits as special counsel for NAB and for the states themselves. The Nebraska law, overturned by the Federal courts, now is before the U. S. Supreme Court on appeal, which was granted Dec. 9 The Florida anti-monopoly case, considered the strongest against ASCAP, has been appealed to the highest tribunal also, but the court has not yet accepted jurisdiction.

Mr. Waters, the special assistant Attorney General handling the ASCAP case, was assigned to it just a year ago. While he has not devoted his full attentions to this litigation, he did intensify his activities several months ago. He has been assisted by Warren Cunningham, special attorney, during the last few months.

Sunkist's Campaign

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges and lemons), in a two weeks or more campaign which started Dec. 9 is using nightly one-minute spot announcements on 10 California stations stressing the value of citrus fruit juices and hot lemonade as an aid in curing colds and influenza. Stations include KNX KHJ KPO KSFO, as well as others in San Diego, Santa Barbara and Sacramento. Agency is Lord & Thomas, Los Angeles.

Fourth NAB District Endorses BMI, Hears Report of Music Group Activity

ENTHUSIASM over the prospect of a running start on Jan. 1 for BMI music was registered by broadcasters of NAB District 4, meeting in Washington Dec. 13. With copyright the theme of discussion, the full-day meeting featured an appearance by Carl Haverlin, station relations director of Broadcast Music Inc., during which he explained the latest BMI developments and answered questions in a two-hour discussion of problems growing out of the BMI-ASCAP situation.

Other speakers included C. O. Langlois, manager of Langlois & Wentworth, New York transcription firm and NAB President Miller. John A. Kennedy, president of West Virginia Network and chairman of District 4, presided.

Mr. Haverlin produced a telegram from BMI headquarters in New York stating that recent additions to BMI have boosted the membership to 535 as of Dec. 13, with independent stations constituting 50% of the membership. Mr. Haverlin noted that two BMI tunes already have sold in excess of 150,000 over the counter. He also described the new BMI index being sent to subscribers and explained the method of clearing selections.

Reviews Negotiations

Mr. Miller, who opened the meeting, reviewed highlights of the BMI-ASCAP situation. He stated that BMI has acquired 100 new members since Dec. 9. John Elmer, owner of WCBM, Baltimore, described the situation in 1939 when an attempt was made to get a statement regarding the copyright problem from ASCAP prior to the NAB convention in Atlantic City. He also explained the physical organization of BMI. Following a pep-talk luncheon, Mr. Haverlin answered questions from the floor during a two-hour open forum in the afternoon. His query, "Are you convinced now that BMI is your best buy?" drew a concerted "Yes" from participants. He received a rising vote of thanks at conclusion of the meeting.

BACKSTAGE at Baltimore's Hippodrome Theatre the ball started rolling for WFBR's annual drive for Christmas toys when Ken Murray (left), radio and stage comedian, handed over this toy panda bear as the first contribution of the campaign. Each year Ralph Powers (right) on his early morning broadcasts conducts the toy drive, used toys being repaired by the local Goodwill Industries organization and distributed by the police department to needy children. In center stands Wall Matthews, WFBR merchandising manager.

Clear Channel Meeting

A SPECIAL meeting of the Clear Channel Group, comprising some 14 Class I-A stations, will be held in Nashville Dec. 16 at the call of E. W. Craig, WSM, chairman. The stations will consider the recent proposed decision of the FCC majority [see page 24] under which the 830 kc. clear channel, occupied by KOA, Denver, would be broken down through a fulltime grant to WHDH, Boston. The proposed action is viewed as a threat to all clear channel stations and to rural service. The Group, through Attorney L. G. Caldwell, will fille a petition with the FCC seeking to intervene in the 830 kc. case through a rehearing.

WCLE Asks Fulltime

WCLE, Cleveland, sister station of WHK, on Dec. 13 filed with the FCC an application for fulltime on 600 kc. with 1,000 watts, directional day and night. The station now operates daytime only.

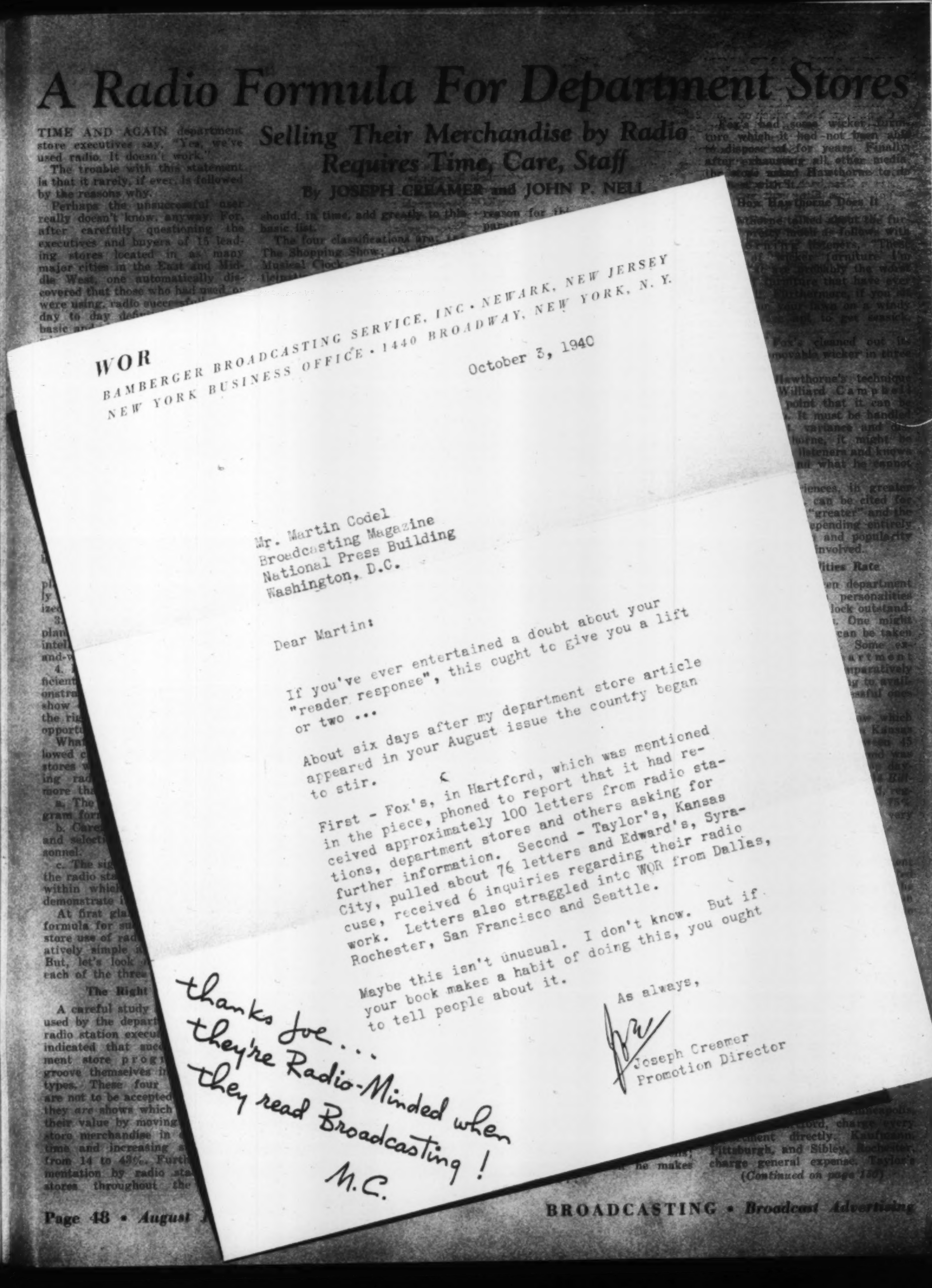
RKO Shortwave Series

RKO RADIO Pictures, New York will broadcast three shortwave programs to South America, Jan. 7, 14, 21, 9:15-9:30 p.m. over NBC stations WRCA and WNBI. Desi Arnaz, Cuban stage and screen star, will handle the program, which was arranged by L. P. Yandell, director of NBC's international division, ond Phil Reisman, RKO vice-president and export manager.

Union Oil's New Show

UNION OIL Co., Los Angeles (petroleum products), after sponsoring musical and variety shows for several years, on Dec. 16 replaces the weekly half hour program, *Where and When* on 14 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST), with a dramatic-comedy serial, titled *Point Sublime*, which features Cliff Arquette and Jane Morgan. Robert L. Redd is author-director of the serial, with Ben Alexander signed as announcer-narrator. Charles Dant is musical director. Agency is Lord & Thomas, Los Angeles.

CHAS. MARCHAND Co., New York (Golden Hairwash) on Jan. 1 starts a series of 70 half-minute announcements weekly for 52 weeks on WINS, New York. Agency is M. H. Hackett Inc., New York.



A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

TIME AND AGAIN department store executives say, "Yes, we've used radio. It doesn't work."

The trouble with this statement is that it rarely, if ever, is followed by the reasons why.

Perhaps the unsuccessful user really doesn't know, anyway. For, after carefully questioning the executives and buyers of 15 leading stores located in as many major cities in the East and Middle West, one automatically discovered that those who had used or were using radio successfully day to day

Page 48 • August

BROADCASTING • Broadcast Advertising

WOR
BAMBERGER BROADCASTING SERVICE, INC • NEWARK, NEW JERSEY
NEW YORK BUSINESS OFFICE • 1440 BROADWAY, NEW YORK, N. Y.

October 3, 1940

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D.C.

Dear Martin:

If you've ever entertained a doubt about your "reader response", this ought to give you a lift or two ...

About six days after my department store article appeared in your August issue the country began to stir.

First - Fox's, in Hartford, which was mentioned in the piece, phoned to report that it had received approximately 100 letters from radio stations, department stores and others asking for further information. Second - Taylor's, Kansas City, pulled about 76 letters and Edward's, Syracuse, received 6 inquiries regarding their radio work. Letters also straggled into WOR from Dallas, Rochester, San Francisco and Seattle.

Maybe this isn't unusual. I don't know. But if your book makes a habit of doing this, you ought to tell people about it.

As always,

Joe

Joseph Creamer
Promotion Director

thanks Joe...
they're Radio-Minded when
they read Broadcasting!
M.C.

NITRATE CAMPAIGN MEETS LEGAL SNAG

CHILEAN NITRATE SALES Corp., New York, which on Nov. 24 started its annual fall campaign of half-hour transcriptions on a small group of Southern stations, is seeking a declaratory judgment in New York Supreme Court to restrain Grombach Productions, New York, from filing suit against the stations carrying the series.

Grombach sent a letter and a wire to the stations prior to the opening of the campaign warning them that injunction proceedings would be brought against them, claiming that Chilean Nitrate in transferring the recording contract this year from Grombach to Trans-American Broadcasting & Television Corp. had violated Grombach's property rights to the series titled *Uncle Natchel*.

Chilean Nitrate also claims that it created the character of "Uncle Natchel". Transamerican is understood to have advised the stations, which total about 18, that it will assume the obligation of defending the threatened injunction cases brought by Grombach in various southern courts. First hearing of Chilean's application for the declaratory judgment was held Dec. 11 in the New York Supreme Court. Agency handling the Chilean account is O'Dea, Sheldon & Canaday, New York.

JOHN J. ANTHONY, director of the *Good Will Hour* on WMCA, New York, is writing a sociological book titled *Orphans Inc.*, material for which is based on problems which have been discussed on the program and his experiences in the Marital Relations Institute, of which he is director.

Where
BROADCASTERS
MEET
THE MAYFLOWER
in the
CAPITAL

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The
MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Drive on Clear Channels

(Continued from Page 24)

Case and Craven ran ten pages. They attacked the majority conclusions on all scores. They said the application was inconsistent with Sections 3.22 and 3.25 of the regulations, dealing with clear channels.

A frontal attack on the Commission's denial of petitions from KOA and other stations on 830 kc. to participate in the hearing was made by the minority. Changing a basic rule of the Commission in a specific case while at the same time denying parties who may be affected adversely the right to participate in the hearing, the dissenting opinion said, "is questionable legal procedure".

Furthermore, it said, such a procedure cannot safeguard the interests of the public, when all evidence which may have a bearing on the important phases of this national problem cannot be available in the record of the hearings.

The contention of WHDH that its nighttime operation would not cause interference with KOA was challenged as not in agreement with the testimony. The dissenting opinion analyzed testimony of the consulting engineer and the FCC engineering expert, to dispute this claim. It said there was disagreement in the testimony with respect to the effect of operation of stations on adjacent channels. It concluded that upon the consideration of all of the evidence, the operation of WHDH as proposed "would cause interference to the reception of service rendered by KOA in its extended service area".

Clears Are Vital

Pointing out that many listeners must not only rely upon secondary service from clear-channel stations for the only broadcast service available to them, but also that millions of listeners now rely upon a low grade of secondary service in order to enjoy any broadcasting whatever, Messrs. Craven and Case declared the most important problem confronting the Commission is to provide an improved service to rural listeners. They added that in any successful solution of this problem, the Commission must rely primarily upon clear channel-stations operating in accord with the existing rules.

Recalling that the FCC, before it adopted the present engineering standards, held a public hearing on engineering phases, the dissenting opinion declared that all of the 26 channels now provided for I-A service for the rural areas of the country at night". Any reduction in the number of either Class I-A or I-B channels would handicap the Commission in providing the much needed improvement in rural service, it held. Any action which handicaps the future ability of the Commission to equalize quality of service between cities and rural areas would be classed as discrimination against the rural population, they held, and a reduction of the number of clear channels "may easily result in real discrimination against rural listeners, in favor of the population living in metropolitan areas".

The danger of the clear-channel breakdown to the future radio service available to this country, under the terms of the Havana Treaty, was stressed. The opinion pointed out that if the United States should degrade the service of a particular class of radio channel on which it now has prior rights, this country would lose its right to protest against the use of that channel in a like manner by other nations. By duplicating clear channels, the United States would be severely handicapped in its future solution of "its most important national radio technical problem".

An 'Unsound Policy'

While fulltime for WHDH might enable the station to survive with less effort under the strenuous competitive conditions in Boston, Messrs. Case and Craven stated, the FCC should not fail to consider the paramount issues affecting the public of the nation as a whole. The dissent held that a substantial improvement in technical quality of service rendered by WHDH to Boston listeners could be obtained by granting only that portion of the application requesting an increase in power.

"The issue thus may be narrowed to the question of whether rural listeners of the nation shall be handicapped in obtaining an improved broadcast service or whether the listeners of metropolitan districts of Boston, already enjoying radio service from many stations, shall have an opportunity to listen, on an average throughout the year, for four hours a day longer to the service of WHDH," it was stated.

Aside from the technical dangers precipitated by the clear-channel breakdown, the minority held that favorable action in the WHDH case would constitute a situation resulting ultimately in the establishment of an "unsound policy for the nation as a whole". Such a policy obviously would not benefit the listening public, they warned, and furthermore, "this deterioration of radio service is bound to result in repercussions against the entire broadcasting industry".

If the Commission desires to "degrade" any or all of the few clear channels left, Messrs. Case and Craven argued, it would be far better to do so in a way which benefits some of the underserved rural population, rather than any metropolitan center "already surfeited with radio service".

Sammy Soy
DECATUR, ILLINOIS
WSOY

And It's All In One
PACKAGE
Imagine a huge granary holding crops worth $200,000,000 annually—an industrial empire made up of hundreds of manufacturing plants — oil fields whose production is commanding national attention. This is the rich WSOY area—Central Illinois.
250 WATTS ● 1310
FULL TIME
Sears & Ayer, Nat'l Reps.

Boom Is Indicated In National Spot

McConnell Sees Banner Year As Upward Trend Continues

NATIONAL spot sales for the 17 stations in 11 major markets represented by the NBC Spot and Local Sales Department has gone well over $5,000,000 during the last year, according to James V. McConnell, manager of the department, who has just returned from a swing of the network's spot sales offices from coast to coast.

Mr. McConnell

He said this represents a 29% increase over last year. He added that this, plus the consistent upward trend and commitments already booked well into the new year, suggests that 1941 will be a banner year for spot broadcasting.

Selected Markets

"In the beginning spot broadcasting 'just grew' but now it is carefully applied to given situations," Mr. McConnell stated. "Of course, the primary purpose of spot broadcasting is to provide broadcasting service to sectional and semi-national advertisers, as well as a selected market broadcasting service to national advertisers whose sales problems require special attention in individual markets.

"Network broadcasting and all other advertising media have benefited by the intelligent use of spot radio. The problems now being solved by spot broadcasting are innumerable. For example, consider the sales manager who wants to capitalize still further on his company's network campaign in selected markets where competition is particularly strong. He may support local drives with messages designed to introduce special sale offers, contests, etc. Again the sales manager may have established a new distributor or transferred his line to another. Spot broadcasting will aid greatly in quickly establishing such a change or a new identity in a given market.

"An interesting example of the use of spot broadcasting to meet an emergency and, incidentally, to overcome an embarrassing situation, is that of a national advertiser operating a chain of retail stores. A special sale event was scheduled; a throw-away was printed and distributed, when to the dismay of the advertiser it was found that the printer had not included the sale date on the piece distributed in one of their western cities. The management decided to use spot announcements giving the correct date of the sale and thus hoped to repair the damage as far as possible. The store enjoyed one of biggest sales in its history."

WHEELOCK ENTERS COLGATE ACCOUNT

WARD WHEELOCK Co., Philadelphia, has been appointed to handle advertising for Palmolive soap, according to an announcement Dec. 12 by E. H. Little, president of Colgate-Palmolive-Peet Co., Jersey City. This appointment completes the new division of the C-P-P advertising among three agencies. Ted Bates Inc., New York, and Sherman & Marquette, Chicago, are the others, following C-P-P's withdrawal from Benton & Bowles, New York [BROADCASTING, Nov. 1]. All appointments become effective Jan. 1, 1941.

Carroll Rheinstrom, vice-president of the Wheelock agency, will act as account executive on the Palmolive soap account. The Bates accounts include Colgate dental cream, Palmolive shave cream and Palmolive brushless shave cream, Octagon soap products and Klek package soap. Sherman & Marquette handles Cashmere Bouquet soaps and toiletries, Super-Suds, Halo shampoo, Colgate tooth powder and Colgate shave creams.

The company expends approximately 50% of its $6,000,000 annual advertising budget for radio. Currently it is sponsoring *Ellen Randolph* on NBC-Red; *Sports Newsreel of the Air* on NBC-Blue; and seven CBS programs: *Colgate Ask-It-Basket, Strange as It Seems, Woman of Courage, Myrt & Marge, Hilltop House, Wayne King's Orchestra* and *Stepmother*.

White Tube Is Developed For Du Mont Television

REFINEMENTS in the Du Mont delay-screen television tube, which retains the image and makes feasible halving the number of frames per second from 30 to 15, thereby permitting 625-line screen scanning instead of the 441-line RMA standard, have resulted in the production of a white tube in place of the former orange one, the Allen B. Du Mont Laboratories reports. The new tube, said to minimize flicker, has recently been demonstrated to engineers studying various systems of television transmission and reception for recommendations to the FCC.

Construction and installation of transmitting apparatus for the Du Mont television station atop 515 Madison Ave., New York, is reported to be progressing satisfactorily, with its completion expected shortly after Jan. 1. The 50-watt experimental transmitter made a program test Dec. 8 when it telecast an animated chart of the pro football game between the Washington Redskins and the Chicago Bears. A miniature football moved across a scale football field in accordance with the plays of the game, the board also indicating the type of play, downs, players involved and score.

Code for Nets and RWG

FOLLOWING preliminary conversations between network executives and officials of the Radio Writers Guild concerning a code of standard practices governing the employment of radio writers, the RWG is drafting its demands in writing for submission to attorneys of NBC and CBS. It is understood that the conversations produced a general agreement and that as soon as the legal language can be settled, contracts will be signed by the networks and the guild.

NOT EXACTLY a uniform but the newest craze among the women folk at WHK-WCLE, Cleveland, are the jumper suits so effectively displayed here. Manager H. K. Carpenter rubbed his eyes and registered bewilderment when one day recently six feminine employes came to work wearing variations of the same theme. Cuddled on a studio divan are (l to r) Edith Fitch, service department secretary; Lenore Steppke, sales department secretary; Eleanor Daniels, continuity writer; Mrs. Virginia Baker, program department secretary; Elma Kendall, music department secretary; Carol Decker, service department supervisor.

NAB Resumes Monthly Time Sale Data With Breakdowns of Industry Business

MONTHLY analysis of broadcasting industry time sales was resumed by the NAB in its Dec. 6 issue of the *NAB Reports*. First data collected and analyzed in several years, the new report is based on "advertising units" instead of the dollar volume basis formerly used.

With a one-page explanation and nine pages of tables, the report represents a stopgap effort to carry out instructions of the NAB convention in San Francisco last August. The data are based on September figures from 206 reporting stations, 10 stations having submitted data too late for inclusion.

Committee to Scan

Appraisal of the new research undertaking will be undertaken Jan. 10 at a meeting of the NAB research committee, Paul F. Peter, NAB research director, will explain the problems involved in compiling the report and outline plans for its expansion and improvement. He expects to have a second report, covering October time sales, ready by that time.

Two main classifications of business are analyzed—retail and general. The retail analysis, including time placed by businesses selling direct to consumers, covers various types of retail lines. The general classification, it is explained, is primarily an anlysis of products advertised by businesses engaged in selling to others for resale rather than direct to the consumer.

The general groups, each of which is broken down into several items, are: Agriculture, alcoholic beverages, amusements, automotive, building materials, confections, educational, financial, groceries, hotels and resorts, housing equipment and supplies, industrial, insurance, jewelry and silverware, medical, miscellaneous, political, professional and service, public utilities, publications, religion, radio, sporting goods, tobacco, toilet requisites, transportation, wearing apparel, watches, and MBS locally sponsored, with totals.

Retail items are: Amusements, automotive, bakeries, book stores, boots and shoes, building supplies and contractors, clothing stores, dairies, department and dry goods stores, drug stores, educational, electric and gas appliances and supply, furniture and home furnishings, grocers and food stores, heating and plumbing, hotels and restaurants, jewelers, merchandized chains, miscellaneous, musical instruments, office equipment, radio, real estate, sporting goods, stationers, toilet goods and beauty shops, with totals.

What Is a Unit?

Four tables are included in the opening report. Table I is a brief analysis of national network, regional network, national non-network and local sales, broken down by retail and general groups, with each of these split into program units and announcement units. A program unit is defined as one minute of program time. An announcement unit equals one minute unless the annoucement is a minute-and-a-half or longer, when it is counted to the nearest full minute.

Table II is a breakdown of retail advertising units by the four types of industry operation, split into program and announcement groups, along with a similar breakdown of general advertising units. Table III covers station broadcast advertising (other than national network) by type of sponsoring business and by class of station, for retail and for general advertising units. Table IV analyzes advertising units by type of sponsoring business and by station metropolitan district or city population. A list of stations which supplied data accompanies the report.

The total number of units carried by 206 stations in September was 3,326,486, the report shows, of which national networks carried 1,938,928 units, regional networks 100,652, national network 354,139 and local 932,767 units.

The first report naturally includes no comparisons with past months or years, but these figures will become available in future months. It is also planned to project the figures to show industry totals instead of totals based on the reporting stations. Comparisons with other media also are planned.

An explanation of how to use the data is given. It tells how to obtain helpful conclusions from the tables. These conclusions involve tips on how to seek "missing business" and hints on competitive advertiser accounts.

Sponsors Supply Programs to GE

Latin-American Beams Carry Mere Mention of Concerns

THE United States moved ahead another step last week in improving its shortwave radio service to South and Central America when the General Electric Co. announced a series of Spanish and Portuguese programs over WGEO and WGEA, Schenectady. The Schenectady transmitters are now carrying Spanish and Portuguese programs provided by Republic Steel, Tidewater Associated Oil Co., American Express and Mohawk Carpet Mills.

The new setup evolved from a desire on the part of John Sheehan, manager of GE's shortwave and FM stations, to improve program service to Latin America. He contacted firms doing business in Central and South America and worked out a plan whereby these companies would furnish the programs while GE would transmit them. An institutional announcement is made before and after the program calling attention to the company products.

Trade Angles

The value of trade between the Americas is emphasized in the monthly Mohawk Carpet program, with speakers listing briefly materials imported from South America for carpet making and similar manufacturing. However, the bulk of the program is devoted to music.

Both Tidewater and Republic Steel have purchased newspaper space in South America to announce their Spanish language programs and are paying a number of South American longwave stations to pickup and rebroadcast them.

The Tidewater programs, heard Sundays and Wednesdays at 8:45 p.m. and arranged by Henry R. Webel, manager of the export division of the G. M. Basford Agency, New York, up to now have consisted of music only, but beginning Dec. 18 the Wednesday period will be devoted to a news summary, prepared by the editors of *News Week*. Republic's programs are devoted to the stories of American industrialists. This program has been extended from 13 to 26 weeks. American Express programs consist of travelogues calling attention to tourists attractions in the United States.

Satevepost on Swing

THE life and times of Raymond Gram Swing, MBS commentator, are excerpted in an article, "Radio's Best Bedside Manner", by Jack Alexander and Frank Odell, in the Dec. 14 *Saturday Evening Post*. Observing that Radio Commentator Swing "today reaches more listeners than any other person in the world who speaks over the radio", the article explains that this vast audience comes as a composite from his listeners on MBS, the international shortwave station WRUL, his *American Commentary* series carried monthly by British Broadcasting Corp. and various rebroadcasts. Chronicling his rise in radio after an outstanding career as a foreign newspaper correspondent, the writers observed, "Swing has the sharpened patriotism of the American who, having lived abroad a long time, has rather wide-eyedly rediscovered his country and found it to be good."

AP Tests New York

ASSOCIATED PRESS has started serving an experimental radio report, prepared from the full AP news report, to two New York stations, WXQR and WNEW. If the tests continue satisfactorily for the next few weeks, the report will probably be extended to stations outside the metropolitan area about the first of the year. Increased radio activities are expected to follow the meeting of the AP board of directors, to be held in New York Jan. 7.

Dr. Sommers Joins NBC

DR. HARRY B. SOMMERS, of the public speaking and broadcasting department of Kansas State College, early in January will join NBC in New York as program director of the newly-organized public service division of the program department. Dr. Sommers, well known for his radio surveys in Iowa and the midwest, will handle educational programs in the eastern division of the department.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
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Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
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Branch office, Crossroads of the World
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APPLEBY, Inc.
Radio Consultants & Engineers
Munsey Bldg. Republic 5452
WASHINGTON, D. C.
FCC Applications (Broadcast, FM & Television) Prepared & Filed

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

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BROADCASTING
for Results!

FM APPLICATIONS
Expert definition and proof of service area under FCC rules. We save you time and expense. Population Counts and Profiling service to licensed Engineers. Maps, copy, data for all Broadcasters' needs.
WALTER P. BURN & ASSOCIATES, Inc.
7 W 44 ST. NEW YORK

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS**, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Announcer—excellent opportunity for conscientious man at young alert eastern station. Send full particulars including transcription. Box 94, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Announcer — experienced. In position to forward transcription or arrange personal interview in Detroit. Give complete facts concerning yourself and salary expected. Box 107, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

ANNOUNCER—Eastern Pennsylvania Network station has opening for experienced newscaster and announcer with MC experience. Apply Box 86, BROADCASTING, enclosing photograph, personal description, experience, education and salary desired.

Program Director—for well established Regional station in fine southern city. Desire man with ideas, experience and above all character and executive ability in handling men and department. Box 109, BROADCASTING.

Situations Wanted

Control Room-Transmitter Engineer—desires change. Now employed. $30 weekly. Box 97, BROADCASTING.

Sports Announcer—play by play all sports. Sports commentary, references, recording. Box 105, BROADCASTING.

Station or Sales Manager—by thoroughly experienced station executive. Agency and network references. Box 106, BROADCASTING.

Young Experienced Announcer-Salesman—will invest services plus capital, if necessary, in radio station. Box 91, BROADCASTING.

Announcer-Newscaster—thoroughly experienced. Distinctive voice. Musical background. Reasonable, go anywhere. Box 92, BROADCASTING.

News Editor, Processor, Newscaster—formerly with Washington staff of Transradio. Ten years experience. 27, draft exempt. Highest references. Box 103, BROADCASTING.

Experienced Barn Dance Producer—MC available; also handle sports and production. Network experience. South only. Box 87, BROADCASTING.

Station Losing Money?—you need me. Experienced, employed, successful record as Manager. South only. Box 88, BROADCASTING.

Engineer—experienced in all phases of broadcasting, studio transmitter, remotes, formerly with WNYC. R.C.A. Institutes, licensed, married, reasonable salary. Box 102, BROADCASTING.

Situations Wanted (Continued)

ATTENTION WEST COAST—Good Announcer licensed. Good voice, delivery, diction. Experienced, versatile, diversified. News, sports, sales. Employed West Coast. Married, Sober. Box 101, BROADCASTING.

Fine Announcer-Operator—7 years. Continuity; perfect Transradio. Reliable; references; personality; family. Now available. $175. Trial. Box 96, BROADCASTING.

Sales, Promotion, Production, Publicity, Public Relations, Artist Bureau Manager. Top flight money making programs. Experienced all phases on 250-50 Kw. Box 90, BROADCASTING.

Promotion and Educational Director—nine years experience in radio-newspaper promotion, five years with WSB and The Atlanta Journal. Thorough knowledge of radio sales with newspaper background. Best of references. Available now. Box 104, BROADCASTING.

Chief Engineer—established as such for 15 years. Now employed—licensed—married—settled—reliable. Exceptional reasons for seeking change. Not a starter, but a finished product. Box 100, BROADCASTING.

Announcer-Operator — desires connection Pacific Coast station, but go anywhere. 12 years experience (announcing, operating, writing, contacting, producing). Employed network outlet. First class telephone. Move two weeks notice. Box 108, BROADCASTING.

Station Or Sales Manager—young man under 40 desires position preferably West Coast station; modest salary plus commission. Fully experienced all phases of business; metropolitan and rural stations. References supplied. Box 98, BROADCASTING.

CHIEF ENGINEER — will consider substantial investment in progressive established or new regional station. University graduate and licensed professional engineer. Unusual experience that can be extremely valuable. Box 95, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business gogetter. Best references. Box 89, BROADCASTING.

Chief Engineer—now employed network station desires change. Held present position 4 years. Excellent record and references. Twelve years engineering experience. College graduate. Invite correspondence anyone desiring chief engineer, who knows radio from ground up. Box 93, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting. Television, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

Wanted to Buy

Small Station—in market of not less than 25,000 population. Include all details of present financial condition, date of beginning operation, etc. Box 99, BROADCASTING.

Network Accounts

All time EST unless otherwise indicated.

New Business

MARROW'S Inc., Chicago (Mar-O-Oil shampoo), on Jan. 2 starts for 26 weeks *Hollywood Whispers*, featuring George Fisher, commentator, on 36 MBS stations, Tues., 11:30-11:45 a.m. Agency: Hays McFarland & Co., Chicago.

WEEKLY PUBLICATIONS Inc., New York (Newsweek) on Jan. 2 starts *Ahead of the Headlines* on 23 NBC-Blue stations, Thurs., 10:30-10:45 p.m. (Knapp-Monarch drops its NBC-Blue sponsorship Dec. 22). Agency: Tracy-Locke-Dawson, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 8 starts *Talk Your Way Out of This One* and *Don't Be Personal* on 7 CBS Pacific Coast stations, Wed. and Fri., 6-6:15 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Vitamized Yeast Foam tablets) on Dec. 15 starts *Hidden Stars* on 52 NBC-Blue stations, Sun., 5:30-6 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

RICHFIELD OIL Co., Los Angeles, on Jan. 13 starts for 52 weeks *Richfield Reporter* on 4 NBC Arizona stations (KTAR KVOA KGLU KYUM), Mon. thru Fri., 10-10:15 p.m. (MST); Sun., 9-9:15 p.m. (MST). Program will continue on 6 NBC-Pacific Red stations, Sun. thru Fri., 10-10:15 p.m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

ANDREW JERGENS Co., Cincinnati (Woodbury soap, cosmetics), on Jan. 1 replaces *Hollywood Playhouse*, on 64 NBC-Red stations, Wed., 8-8:30 p.m. (rebroadcast, 11-11:30 p.m.), with Tony Martin, singer, 8-8:15 p.m., and *How Did You Meet?*, audience participation show, 8:15-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

Renewal Accounts

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield) on Dec. 31 renews *Glenn Miller* on 95 CBS stations, Tues., Wed., Thurs., 10-10:15 p.m. Agency: Newell-Emmett Co., N.Y.

SKELLY OIL Co., Kansas City, Mo., on Dec. 16 renews for 52 weeks *Captain Herne Speaking* on 16 NBC-Red stations, Mon. thru Fri., 7:45-8 a.m. Agency: Henri, Hurst & McDonald, Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 6, 1941, renews for 52 weeks *True or False* on 23 NBC-Blue stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

BETTER SPEECH INSTITUTE of America, Chicago, on Dec. 29 renews for 13 weeks *Speak Up, America* and adds 5 NBC-Blue stations making a total of 49 NBC-Blue stations, Sun. 6:30-7 p.m. Agency: McJunkin Adv. Co., Chicago.

Drawn for BROADCASTING by Warmuth
"Tell Me About Your Unusual Occupation!"

PRUDENTIAL INSURANCE Co., of AMERICA, New York, on Dec. 16 renews *When a Girl Marries* on 51 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: Benton & Bowles.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 3, 1941, renews *Al Pearce & His Gang* on 84 CBS stations, Fri., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 6 renews for 52 weeks, *I Love a Mystery*, on 44 NBC-Blue stations, Mon., 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Agency: Kenyon & Eckhardt, N. Y.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on Dec. 20 renews for 52 weeks, *Find the Woman*, commentary series, on 7 CBS Pacific Coast stations, Fri., 9:55-10 p.m. (PST). Agency: Glasser-Gailey Adv., Los Angeles.

ANDREW JERGENS Co., Cincinnati (Jergens lotion, Woodbury soap), on Dec. 29 renews for 13 weeks *Walter Winchell* and *The Parker Family* on 68 NBC-Blue stations, Sun., 9-9:30 p.m. Agency: Lennen & Mitchell.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 5, 1941, renews for 52 weeks *Fitch Bandwagon* on 111 NBC-Red stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Jan. 5 renews for 13 weeks *Crimson Whizard* on 9 MBS stations, Sun., 3-3:30 p.m. Agency: N. W. Ayer & Son, Chicago.

R. B. SEMLER Inc., New York (Kreml), on Dec. 18 renews for 52 weeks *Gabriel Heatter* on 7 MBS stations, Fri., 9-9:15 p.m. and 13 Wed., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee and Tender Leaf Tea), on Jan. 5, 1941, renews for 52 weeks *Chase & Sanborn Hour* and *One Man's Family* on 69 NBC-Red stations, Sun., 8-9 p.m. Agency: J. Walter Thompson Co., N. Y.

MACFADDEN PUBLICATIONS, PUBLICATIONS, New York (Liberty), on Dec. 19 renews for 52 weeks *Voice of Liberty* on 13 MBS stations, Thurs. and Sat., split times. Agency: Erwin, Wasey & Co., N. Y

SEALTEST INC., New York (milk and ice cream), on Jan. 2, 1941, renews for 52 weeks *Rudy Vallee* on 65 NBC-Red stations, Thurs., 10-10:30 p.m. Agency: McKee & Albright, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet soap), on Jan. 4 renews *Sweet and Swing* on 32 Canadian Broadcasting Corp. stations, Sat. 8-8:30 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue and Palmolive shave cream) on Jan. 4 renews *Share the Wealth* on 32 Canadian Broadcasting Corp. stations, Sat. 8.30-9 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive) on Jan. 1 renews *Happy Gang* on 32 Canadian Broadcasting Corp. stations, Mon. thru Fri., 2-2.30 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

Purepac Spots

PUREPAC Corp., New York (Flemex) on Dec. 10 started 20 announcements weekly for 13 weeks on WHN and WMCA, New York, and WAAT, Jersey City, and plans to add foreign language stations. Agency is Klinger Adv. Corp., New York.

'Newsweek' Will Sponsor NBC 'Headlines' Series

WEEKLY PUBLICATIONS Inc., New York (*Newsweek* Magazine) on Jan. 2 takes over the *Ahead of the Headlines* program now sponsored by Knapp-Monarch Co., St. Louis (shavers). Knapp-Monarch drops the program Dec. 22 from a 47-station NBC-Blue network, Sundays, 11:45-12 noon. *Newsweek*, which has provided program material for the series, has decided to assume sponsorship on its own behalf, using 23 Blue stations, Thursdays, 10:30-10:45 p.m. Cramer-Krasselt, Milwaukee, is the Knapp-Monarch agency, with Tracy-Locke-Dawson, New York, handling the *Newsweek* account.

New Lever Campaign

LEVER BROS. Co., Cambridge, will start a 48-week campaign of one-minute announcements on Dec. 26, using three a day, Monday through Friday, on WHN, New York. An extensive list of stations is to be used eventually. Announcements will promote Lipton's tea and other Lever products. Lever controls Thomas H. Lipton Inc. Young & Rubicam is agency.

WOL
WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
RADIO SALES
WASH., D. C.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
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LANG-WORTH
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420 Madison Ave.
New York

PRINTED, ILLUSTRATED
COMMERCIALS . . .
while you speak

POLITICS
EUROPEAN NEWS
CROSS WORD

MULTIPLEX
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Both oral and facsimile programs can be sent over one wave-band simultaneously. Facsimile advertising has sensational advantages. Write for particulars.
Finch Telecommunications, Inc.
1819 Broadway, New York City
finch
facsimile

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13!
BROADCASTING
Broadcast Advertising

SAVE
$2
Subscribe
NOW!
Before Jan. 1
$3, one year
$5, two years
After Jan. 1
$5, one year
$8, two years
including
YEARBOOK Number

ASCAP Pleas for Truce Are Ignored

All Groups in Industry Ready to Operate Under BMI

(*Continued from Page* 15)

ing music for several months programs.

"Even with themes there is no particular lack of suitable material,' 'he continued, "but the difficulty has been in convincing the advertiser who want a new tune that sounds just like his present theme that he can't have it without inviting infringement suits. Usually the old theme has no particular tie-up with either the company or its products and it is not hard to create a more appropriate theme and moreover one which will become the permanent property of the advertiser in the same way that his trade mark is, and not subject to call by ASCAP or any other group or person."

The programs in which a dance orchestra supplies all or part of the entertainment present no particular problem, Mr. Pumphrey said, as there is a reasonable amount of new popular music and an unlimited amount of public domain numbers which can be given modern treatment. "Orchestra leaders with musical knowledge and imagination will have no trouble in preparing their programs," he declared.

"Only a few days ago Glenn Miller included in one of his Chesterfield broadcasts a swing arrangement of 'The Anvil Chorus' that might easily become one of the top favorites with swing addicts. Fred Waring, Guy Lombardo, Wayne King and almost all of the well-known orchestra leaders have the talent to produce enjoyable, even outstanding performances, of any basically sound melody, regardless of when it was written.

Plenty for All

"It is the leader with no imagination, who can get by only by playing the tunes which the better bands have made popular, who will have trouble when the ASCAP catalogs are withdrawn at the first of the year. Fortunately, there are few such on the air at all, and practically none on commercial programs."

Discussing artists and programs requiring a particular type of material, Mr. Pumphrey said that all but a very few were finding an ample supply of the kind of songs they like outside the ASCAP realm. Lanny Ross, for example, has consistently used a large proportion of public domain numbers on his programs.

Gene Autry has available all of his own numbers written before 1939 (when he joined ASCAP) in the Cole catalog which is now licensed by BMI, which also has a large repertoire of cowboy songs written by Smiley Burnett and others; *Renfro Valley Folks, National Barn Dance, Pipe Smoking Time* and other programs of that type, featuring hillbilly and folk songs, use little ASCAP material even now; programs like the *Telephone Hour* and the *Ford Sunday Evening Hour* find their material largely in the field of public domain.

Religious programs, such as *Hymns of All Churches,* will find most of their music outside of ASCAP, Mr. Pumphrey continued. Most church music is in the public domain and BMI is in the process of issuing a hymnal of available numbers. BMI has also secured rights to the American Catholic Hymnal and to that of the American Conference of Jewish Rabbis.

Among the few programs which have presented problems as yet unsolved are *Waltz Time* and *American Album of Familiar Music,* produced by Frank Hummert of Blackett-Sample-Hummert, who asked the FCC to intervene so that the radio audience may continue to enjoy "all of its own American music." Approximately half of the selections used on the *American Album* during the past two years will be available for broadcasting after Jan. 1.

A Few Problems

The Alka-Seltzer program featuring Alec Templeton presents a different type of problem. Templeton's improvisations and his variations on familiar themes are more than arrangements and might be considered to be original compositions in which case their broadcasting rights would be under the control of ASCAP, of which Templeton is a writer member. Since these numbers comprise his main radio contribution, it is possible that this program may be forced off the air after Jan. 1.

A lesser problem will be faced by Major Bowes in selecting talent for his *Amateur Hour.* Many of the musicians are one-tune people whose one tune is usually one of the current popular songs. This may mean that for the first few weeks some of the amateurs will want to play ASCAP numbers, which they could not do on the air.

Thomas Belviso, manager of NBC's music library division and in charge of all arranging and composing, music program advisors, music rights, music reference and research as well, told BROADCASTING that by and large the withdrawal of ASCAP music was presenting few real problems, but a great deal of confusion. "The chief difficulty," he said, "is that so many people are involved—advertising managers of companies sponsoring programs, members of their departments, agency radio executives and their staffs, independent programs, singers and orchestra leaders and their agents and managers. Whenever I can get together with one man in authority we can usually solve his particular trouble in short order."

HAWKER of newspapers was William B. Way (left), general manager of KVOO, Tulsa, as one of a group of successful businessmen, formerly newspaper boys, who dispensed special copies of a paper for the Community Fund. Here he receives a substantial sum from an eager buyer. Prices ran as high as $10 per paper.

Mr. Belviso related the story of an out-of-town client for whom NBC had prepared and recorded three numbers for his consideration as themes. All three came back with an explanation from the contact man that the advertiser didn't like them at all. Finally he came to NBC and in less than a half-hour he had approved one of the themes, played with a different treatment than had been given on the record.

Easily Solved

"That illustrates my point," Mr. Belviso declared, "that when the problems are clearly understood they are easily solved. We thought a certain musical quiz show would be tough to work out, but when we got into it with the producers it proved relatively easy. The conductor of a program of semi-classical music came to us in a frenzy of excitement, but when we examined the actual content of his past programs we found that a majority of the tunes he had been using were non-ASCAP and that it would not be at all difficult to make his programs completely so.

Lack of complaints is no fault of the ASCAP publicity force, which is bombarding editors with daily mailings on letter heads printed in red, white and blue and decorated with the covers of 22 of ASCAP's best-known songs, ranging from "God Bless America" to "Sweet Adeline',' which, says the standing captions are being "Blacklisted and Boycotted" by "the Broadcasting Barons who control CBS, NBC and MBS". A recent release pictured a group of religious songs, with the caption "Sacred music banned from the air." Another, headed "Watch the Irish get their Irish Up," showed a collection of ASCAP Irish songs with a story stating that "under the BMI system Irish music will be replaced by Nazi and Fascist songs through recent deals 'not disapproved' by the Hitler and Mussolini propaganda ministries, which regard music as their most subtle weapon."

They Stoop To

A number of broadcasters have expressed mixed reactions to these attempts to inject religious and racial feelings into the issue, a natural indignation being blended with pleasure at the realization that, as one broadcasting executive put it, "When ASCAP is so desperate that has to stoop to tactics like this, it is practically conceding victory to the broadcasters."

Another ASCAP release that backfired was the announcement that 44 new members had been admitted to ASCAP, raising the total membership to an all-time high of 1,306, including 1,166 composers and authors and 140 publishers, listing Aaron Copland as outstanding among the new members. Day before the release appeared in the press, Mr. Copland, who is head of the American Composers Alliance, wired the ASCAP president, Gene Buck, that if the announcement of his name as an ASCAP member were made "under the present circumstances I shall of course repudiate such membership and would consider the announcement an unethical attempt to embarrass me with the hundreds of serious musicians whom I represent."

Copland Socks ASCAP

When the announcement appeared, Mr. Copland again wired Mr. Buck, repudiating the membership and charging that "your announcement was designed to obscure the real attitude of ASCAP towards the serious musicians and the serious music of America. The American Composers Alliance which I head has tried in vain for over two years to obtain from you and your organization a genuine consideration of the needs and problems of composers of serious music. Neither you nor the ASCAP committee which is nominally supposed to be considering this prob-

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lem has been interested enough even to respond to our telegrams, no less to arrange an appointment for discussion. This latest attempt to isolate me from the composers I represent must be born of a desperation which I hope gives promise of a change in the governing policies of ASCAP. I look forward to such a change and to the recognition by ASCAP that serious music should have its place in our culture. Meanwhile I demand that you retract at once in every paper in which it appeared the statement that I have been elected to ASCAP membership and forward to me immediately a list of the papers so that I can check."

More Join BMI

Of the 140 publishers currently members of ASCAP, 135 have signed renewal contracts, with only five still unsigned for after Dec. 31, ASCAP announced, adding that three of the five are expected to sign shortly. A new publisher is Georgia Music Corp.

BMI meanwhile has announced the addition of 21 stations to its membership roster in the past two weeks, with an even more accelerated flow of last-minute members expected before the end of the year. New BMI stations are: WAIR, Winston-Salem; WEED, Rocky Mount, N. C.; KINY, Juneau, Alaska; WKEU, Griffin, Ga.; KFBC, Cheyenne; KTRI, Sioux City; WDOD, Chattanooga; WNBZ, Saranac Lake, N. Y.; WCBT, Roanoke Rapids, N. C.; WSLS, Roanoke, Va.; KEUB, Price, Utah; KVGB, Great Bend, Kan.; WCOV, Montgomery, Ala.; KORN, Freemont, Nebr.; WAYX, Waycross, Ga.; WAGA, Atlanta; WORD, Spartanburg, S. C.; Toledo; KWFC, Hot Springs, Ark.; WMFF, Plattsburg, N. Y.; WGBI, Scranton, Pa.

Reports that the AFM intended to intervene in the controversy were denied to BROADCASTING by James C. Petrillo, president of the national union. "The AFM has no plans for intervening," he declared, "and so far no one has approached me for any suggestions regarding the situation." He added that developments would be carefully watched, however, to see that the interests of AFM members were not affected.

A plan for picketing broadcasting stations in retaliation for their "boycott" of ASCAP music has been announced by Irving Caesar, president of the Songwriters Protective Assn. SPA members will sing and play their songs from sound trucks stationed outside radio studios in major cities, he said, following the entertainment with a speech on the injustice of radio's treatment of the composers of American music.

Picket Plan

Estimating a total of 1,000 such picketing units, Mr. Caesar said that about 100 would operate in New York, 50 in Chicago and in Hollywood, and the remainder distributed among the larger United States cities. He anticipates no trouble in securing permits from the city officials, he declared. He also reiterated previous statements that BMI is unfair to songwriters by failing to accept the standard SPA contracts his organization has with other publishing companies.

Walter Socolow, formerly attorney for Music Publishers Protective Assn. and for National Assn. of Performing Artists, and author of *Law of Radio Broadcasting*, has been engaged by BMI to work on coypright clearance of phonograph record catalogs regarding availability of records after Jan. 1. Society of European Stage Autors & Composers (SESAC) has also sent to all NAB stations a partial list of phonograph records of compositions licensed by SESAC. List includes most of the works of Edward MacDowell and a number of compositions of Rudolph Friml, Victor Herbert, Carrie Jacobs Bond and other ASCAP members, published and copyrighted by SESAC publishers before the composers joined ASCAP.

Thesaurus Plan

C. Lloyd Egner, NBC vice-president in charge of the radio-recording division, has announced to Thesaurus subscribers a plan for helping them meet the copyright crisis, featuring a group of "anticipated releases" to give subscribers with their regular Dec. 15 and Jan. 1 releases some 75 tax-free selections, comprising all types of music. Public domain, BMI, SESAC and other music which can be broadcast without obtaining additional performance licenses is included. With present tax free Thesaurus selections, subscribers to this service will have more than 2,000 such musical works by Jan. 1, the announcement stated.

With its continuity revamped to include only tax-free members for broadcasting after Dec. 31, the service is adding several new program series and increasing the hours-per-week of continuity from 21¼ to 24¼ hours. Stations are also receiving lists of Thesaurus records and selections which can and which cannot be broadcast after Dec. 31, together with a new card file for tax-free music with two sets of cards for filing by both title and talent.

The Sociedad Argentina de Autores y Compositores de Musica of Buenos Aires has assigned its performing rights to BMI as of Jan. 1, giving to radio some 30,000 selections including the best of the Argentinian tango music. Announcement states that the Sociedad is "listed by ASCAP as its first affiliate" and that this acquisition, with those already made, insure that most of the best Cuban, Mexican and South American music written during the past 25 years will be available for broadcasting after Jan. 1.

BMI MUSIC POPULAR
WCCO Program Gets No Kicks In ASCAPless Month

MORE THAN 1,400 Night Owls have been hearing nothing but BMI music over WCCO's midnight *Night Owl Club* for six weeks, and there's been nary a squawk to date.

When the station started staying on the air an extra hour, midnight to 1 a.m., Announcer Bill Wigginton filled the time by playing popular recordings, and called the show *Swing at Midnight*. He played mainly hot tunes, because he thought they'd have the most appeal for the college students listening at that hour.

Before a month had passed, from letters and telephone calls, he concluded that scores of persons besides college students were late listeners, and most of them wanted quantities of sweet and semi-classical music as well as swing.

To give the program broader scope, he changed the title on Nov. 1 to *Night Owl Club*. Since that time not an ASCAP tune has been played over WCCO between midnight and 1 a.m. A letter addressed to Wigginton automatically enrolls the writer as a member of the Ancient, Amalgamated, Super-Nocturnal, Completely Omniscient Order of Night Owls. Special membership cards duly signed by The Great Horned Owl, Bill Wigginton, are sent members.

In the first five weeks of the *Night Owl Club*, 1,414 members were enrolled in 43 States, all the Canadian provinces except Prince Edward Island, Alaska and Hawaii. Janitors, physicians, engineers, students, school teachers, night nurses, invalids and night watchmen are only a few of the occupations represented.

They write asking for lots of light music and classic, and saying how much they like Wigginton's selection of recordings. Only three requests for ASCAP songs have come in, and they added, "if you don't have this one, play whatever you have."

There it is — evidence showing that BMI is pleasing listeners!

Opera Quiz

AN ADDED feature of the NBC Saturday afternoon Metropolitan Opera Broadcasts sponsored by Texaco Co., New York, will be an Opera Question Forum in which each week Milton Cross, commentator, and three guest opera stars or music critics will discuss operatic questions sent in by listeners, with a copy of Victor's Stars of the Metropolitan record album to be awarded to each person whose question is used.

War Unlikely to Upset Radio System, Says Fly

FCC CHAIRMAN James Lawrence Fly said in an interview, printed in the *Miami Daily News* Dec. 10, that broadcasting companies are doing their part so well during the present national emergency that he does not believe they would be taken over in event of war. In Miami to attend the National Assn. of Railroad & Utilities Commissioners convention, he said that radio is contributing materially to success of the U. S. defense program by keeping the public informed on the state of the nation.

The FCC chairman commended broadcasters for the accurate and reserved manner in which they are handling news of the war. He said: "Radio was ahead of the public demand in moderating the dramatizing of war news. At the outset there was a tendency towards flash news interruptions of programs but now the broadcasters have settled down to a thorough, yet interesting coverage of the war."

Chairman Fly revealed that any early decision is expected in the monopoly investigation.

MBS in Latin America

MBS has announced the appointment of Roberto Stiglich, journalist of Lima-Peru, and former Peruvian representative of the Pan-American Airways, as its South American representative. Mr. Stiglich, who is now on tour of Latin American, will complete a survey of Latin American broadcast facilities, conferring with Government officials and sounding out broadcasters on exchange programs.

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ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

DECEMBER 5

WTEL, Philadelphia—Applic. CP change to 1500 kc 250 w unl. etc., set for hearing (incorrectly listed in the Dec. 1 BROADCASTING).

NEW, Williard Carver and Byrne Ross, Lawton, Okla.—Granted CP 1120 kc 250 w D only.

NEW, Blanfox Radio Co., Harlan, Ky.—Granted CP 1420 kc 250 w unl.

WTOC, Savannah—Granted CP directional N.

KRLH, Midland, Tex.—Granted CP in part for increase to 250 w on 1420 kc.

KSRO, Santa Rosa, Cal.—Granted CP new trans., change to 1320 kc 1 kw directional.

WFEA, Manchester, N. H.—Granted CP new trans., increase to 5 kw directional.

WBIG, Greensboro, N. C.—Granted CP increase to 5 kw directional N.

WNAX, Yankton, S. D.—Granted CP increase N to 5 kw directional.

WTRY, Troy, N. Y.—Granted CP directional, increase to unl., 950 kc 1 kw.

KGEZ, Kalispell, Mont.—Granted CP change to 1430 kc 1 kw new transmitter directional, or alternative choice to increase to 250 w on 1310 kc.

KUTA, Salt Lake City—Granted petition to reconsider and grant without hearing applic. KUTA for CP change to 570 kc 1 kw unl. directional.

WAPI, Birmingham—Hearing on renewal continued to 1-15-41.

SET FOR HEARING—NEW, J. Leslie Doss, Bessemer, Ala., CP 1370 kc 250 w unl.; WSAN, Allentown, Pa., CP increase to 5 kw 1440 kc new trans. directional, to be heard with WCBA applic.; WCBA, Allentown, Pa., CP increase to 5 kw on 1440 kc, to be heard with WSAN; WCNC, Elizabeth City, N. C., consent voluntary assignment license to Albermarle Bcstg. Co.

DECEMBER 6

WDRC, Hartford—Granted CP FM 46.5 mc. 6,100 sq. miles, 1,118,000 pop.

NEW, Metropolitan Television Inc., New York—Granted CP FM 47.5 mc. 8,500 sq. miles, 12,000,000 pop.

NEW, Bamberger Bcstg. Service, New York—Granted CP FM 47.1 mc. 8,500 sq. 12,000,000 pop.

NEW, WGN, Chicago—Granted CP FM 45.9 mc. or other freq. 10,800 sq. miles, 4,500,000 pop.

NEW, NBC, Chicago—Granted CP FM 46.3 mc. or other freq. 10,800 sq. miles, 4,500,000 pop.

NEW, Walker-Downing Radio Corp., Pittsburgh—Granted CP FM 8,400 sq. miles, 2,100,000 pop.

NEW, Natl. Life & Accident Ins. Co., Nashville—Granted CP FM 44.7 mc. 16,000 sq. miles, 819,000 pop.

SET FOR HEARING—Yankee Network, Paxton, Mass., CP FM 44.3 mc; NEW, Worcester Telegram Pub. Co., Worcester, Mass., CP FM 43.1 mc; KWKH, Shreveport, La., granted petitions of KWKH and WOV, New York, for rehearing in action of 8-14-40 granting WDGY change to 1100 kc increase power etc.; W1XTG, Worcester, Mass., granted extension license 60 days from 1-1-41; NEW, Metropolitan Television Inc., New York, approved minute entry re grant of CP 11-15-40 to show aural and visual power as 250 w instead of 1 kw; WBT, WFAB, WBBM, WJAG, denied joint petition to reconsider action setting for hearing and to grant without hearing applications for changes in facilities.

MISCELLANEOUS—KFXM, San Bernardino, Cal., granted CP new trans.; WCAU, Philadelphia, same; WFHR, Wisconsin Rapids, Wis., granted license new station; WQBC, Vicksburg, Miss., granted CP change equip.; KODL, The Dalles, Ore., granted license new station; W1XK, Boston, granted license new station 42.6 mc. FM; denied as in default applications new stations filed by Keys Broadcasting Co., Key West, Central Bcstg. Corp., Miami, Carl Sholtz, Miami, Atlantic Bcstg. Corp., Miami.

DECEMBER 7

WHDH, Boston—Proposing to increase power to 5 kw on 830 kc. directional N.

WKBB, Dubuque—Denied rehearing directed against action of 9-4-40 granting KDTH mod. CP to 1 kw unl. directional N.

DECEMBER 9

WDGY, Minneapolis — Rehearing petitions of KWKH and WOV granted re grant of 1100 kc 5-10 kw unl. directional.

DECEMBER 10

WFAS, White Plains, N. Y.—Granted mod. license to Sh.-WGBB, Simul.—WBRB, 1210 kc 250 w.

W2XOY, New Scotland, N. Y.—Granted mod. FM license to 2,500 watts.

WRCA, Bound Brook, N. J.—Granted extension exp. auth. use added 35 kw.

W8XAL, Mason, O.—Granted extension exp. auth. special emissions.

WCAB, Philadelphia—Granted mod. international license to add 9650 and 11830 kc Sh.-WCBX.

WNBI, Bound Brook, N. J.—Granted temp. exp. auth. add 11890 and 15150 kc and delete 17780 kc.

WRCA, Bound Brook, N. J.—Granted mod. international license to add 17780 kc Sh.-WPIT, operate with effective power of 70 kw on 9670 kc.

MISCELLANEOUS—Thomas J. Watson and Hampden-Hampshire Corp., dismissed joint petition asking dismissal of application of Citizens Bcstg. Corp. for new station in Schenectady, which was denied 12-30-38 and no petition for rehearing or appeal has been filed.

NEW, Pawtucket Bcstg. Co., Pawtucket, R. I.—CP order of 6-26-40 granting new station amended to delete certain references to interest of Paul Oury in applicant.

DECEMBER 13

WHYN, Holyoke, Mass.—Granted mod. CP re trans.

WIOD, Miami — Granted mod. CP re trans.

WIND, Gary, Ind.—Granted mod. CP re trans.

WITH, Baltimore—Granted mod. CP re trans.

WBAL, Baltimore—Granted mod. CP re trans., antenna.

WQXR, New York—Granted license increase power etc.

Applications . . .

DECEMBER 3

WKAQ, San Juan, P. R.—Mod. CP increase power etc. re trans. site.

NEW, CBS, New York—CP FM station amended re trans.

NEW, Mercer Bcstg. Co., Ewing Twp., N. J.—CP FM 44.7 mc 3,700 sq. miles.

NEW, Wodaam Corp., New York—CP FM 45.3 mc 8,500 sq. miles.

NEW, N. J. Bcstg. Corp., New York—CP FM 47.9 mc 8,900 sq. miles.

WAKR, Akron—CP increase to 5 kw directional N & D, new trans.

NEW, Colonial Bcstg. Corp., Norfolk, Va.—CP 1200 kc 250 w unl. IV.

WCLE, Cleveland—CP new trans. directional N & D, change to 640 kc 1 kw, change hours, amended re directional antenna N & D.

WHIO, Dayton—Mod. CP increase power re trans.

NEW, Penna. Bcstg. Co., Philadelphia—CP FM 44.7 mc 9,585 sq. miles.

NEW, Nashville Radio Corp., Nashville—CP 1380 kc 1 kw unl. directional N & D. III.

WKPT, Kingsport, Tenn.—Voluntary assignment license to Kingsport Bstg. Co. Inc.

WIOD, Miami—Mod. CP increase power, re trans.

WQBC, Vicksburg, Miss.—Mod. license to 500 w 1 kw D, unl., asks WTJS facilities.

KDRO, Sedalia, Mo.—CP change to 800 kc under treaty, change hours from unl. to D, 1 kw, change antenna and trans.

WIND, Gary, Ind.—Mod. CP increase power re trans.

NEW, Midland Bcstg. Co., Kansas City—CP 46.5 mc 1500 w FM.

KVOD, Denver—CP new trans., increase to 5 kw directional, amended re antenna.

NEW, Cherry & Webb Bcstg. Co., Providence—CP FM 47.5 mc 6,207 sq. miles.

DECEMBER 4

WMCA, New York—Transfer control from Donald J. Flamm to Edward J. Noble.

WIXER, Sargents Purchase, N. H.—CP change to 43.9 mc 1 kw FM, change trans.

WBKY, Beattyville, Ky.—Reinstatement CP change to 42.9 mc.

WMAZ, Macon, Ga.—CP change to 940 kc under treaty, increase to 5 kw N & D, directional.

NEW, Orange Bcstg. Corp., Orange, Tex.—CP 1550 kc 1 kw unl. III.

DECEMBER 6

WATN, Watertown, N. Y.—Mod. CP re trans.

NEW, Pittsburgh Radio Supply House, Pittsburgh—CP FM 43.9 mc 11,488 sq. miles.

NEW, Hunt Bcstg. Assn., Greenville, Tex.—CP 1200 kc 100 w unl., amended to 1370 kc 250 w, change to partnership.

NEW, Alexandria Bcstg. Co., Alexandria, La.—CP FM 43.3 mc 3,025 sq. miles, amended to 44.7 mc.

WMIN, St. Paul—CP change 1370 to 630 kc III-A, increase to 5 kw, new trans. directional.

NEW, West Allis Bcstg. Co., West Allis, Wis.—CP 1450 kc 250 w D.

NEW, Star-Times Pub. Co., St. Louis—CP FM 43.1 mc 9,900 sq. miles, amended to 44.7 mc 12,480 sq. miles, change trans.

KGEI, San Francisco—CP move trans. to near Belmont, Cal.

KNOW, Austin, Tex.—CO new trans., directional N, change to 740 kc under treaty, increase to 10 kw.

DECEMBER 10

NEW, Marcus Loew Booking Agency, New York—Mod. CP high-freq. station for approval of trans., antenna, change coverage to 8200 sq. miles, 12,074,192 pop.

NEW, Bremer Bcstg. Corp., New York—CP high-freq. station 47.1 mc 8,500 sq. miles 11,325,000 pop.

NEW, Butler Bcstg. Co., Butler, Pa.—CP 680 kc 250 w D II.

KRIS, Corpus Christi, Tex.—Mod. CP increase power etc., re trans., antenna.

KYOS, Merced, Cal.—CP new trans. etc., amended re trans.

NEW, KOIN Inc., Portland, Ore.—CP 44.5 mc 8,175 sq. miles 608,611 pop.

DECEMBER 12

WEEU, Reading, Pa.—CP directional N, change to unl., 1 kw.

WFIL, Philadelphia—CP FM 45.3 mc 10,900 sq. miles 4,760,200 pop.

WMC, Memphis—CP increase to 5 kw N & D, amended to change name to Memphis Pub. Co

WSPA, Spartanburg, S. C.—Mod. CP directional N, change to 1 kw unl., move trans., asking new trans., increase to 1-5 kw, move trans.

WSOC, Charlotte, N. C.—Mod. CP new antenna etc. to increase power, asking new trans.

KLRA, Little Rock, Ark.—CP change to 1010 kc 50 kw new trans., change antenna.

WHFC, Cicero, Ill.—CP FM 47.5 mc 2,885 sq. miles 3,835,000 pop., amended to 46.7 mc 11,100 sq. miles 4,868,500 sq. miles.

NEW, Capital City Bcstg. Co., Topeka—CP 1170 kc 5 kw D II.

Defense Board Advisors Are Named by Amateurs

RESPONDING to the request of James L. Fly, chairman of the Defense Communications Board, that it appoint a representative and six regional advisors to the Amateur Radio Committee of the board, the American Radio Relay League has announced the following appointments:

As representative: George W. Bailey, Weston, Mass., president of the League. As alternate and exper adviser: Kenneth B. Warner, West Hartford, Conn., secretary of the league.

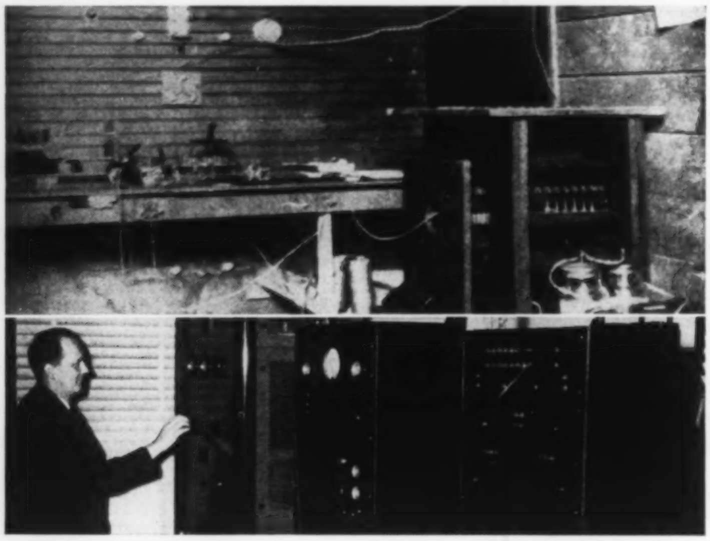
As regional advisors: H. L. Caveness, Raleigh, N. C.; William A. Green, Abilene, Tex.; Kenneth T. Hill, Douglaston, N. Y.; J. L. McCargar, Oakland, Cal.; Fred H. Schnell, Chicago; Dr. Burton T. Simpson, Buffalo.

Courses in Radio

SIXTY-FOUR engineering colleges in 35 states, the District of Columbia and Puerto Rico have announced 250 short courses, including radio engineering, designed to fill the shortage of engineers for service as designers, inspectors, and supervisors in industry and government agencies engaged in the National Defense Program. Prospective students must have the required technical training and experience to understand the subject well enough to be employable in defense work.

AAAA Hears About FM

MAJ. E. H. ARMSTRONG, inventor of FM, described and demonstrated this system of broadcasting to the radio session of the regional meeting of the AAAA, held in New York, Dec. 3. A discussion of the differences between the results obtained in measuring radio listening by the coincidental and recall methods was given by C. E. Hooper, head of the research organization of that name, and his technical director, Mathew N. Chappell. Meeting was conducted by A. K. Spencer, of J. Walter Thompson Co., acting for C. E. Midgley, BBDO, chairman.



WHAT the well-dressed wireless station looked like in 1912 (above) is indicated in this old snapshot of the spark outfit operated at that time by W. Wright Esch, owner and manager of WMFJ, Daytona Beach, Fla. What the modern WMFJ looks like is shown in lower photo of Mr. Esch at his current transmitter, including RCA and General Radio equipment.

LATE *Personal* NOTES

WILLIAM H. LEWIS, has resigned as contact man with Lord & Thomas, New York, to join the staff of Biow Co., New York, in a similar capacity.

ADDISON SMITH, director at Benton & Bowles, New York, of the *Ask-It-Basket* program, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City, will continue to handle the program with Ted Bates Inc., New York, when Colgate shifts its account to that agency after the first of the year.

GEORGE RICHARDSON, former account executive of Lord & Thomas, New York, has joined the staff of J. Walter Thompson Co., New York.

JAMES F. BURKE in charge of new ideas in the CBS program department for several years, has been made assistant director of the CBS program department to work with Francis C. Barton Jr., director of the division, creating, servicing and selling programs.

ROBERT C. DURHAM, former general manager of Lady Esther cosmetics, Evanston, and Donald deLisser, formerly with Benton & Bowles, New York, and Livermore & Dillingham, New York, have formed the firm of Robert Donald, Inc. to handle radio publicity and production. Offices are located at 18 E. 50th St., New York.

GORDON B. EWING, former Boston sales manager for the Westinghouse stations, has joined the advertising sales staff of the *National Sportsman*, Boston.

LEE POTTER Jr., formerly a salesman for Foreman, Ford & Co., Minneapolis, has been added to the sales staff of WCCO, Minneapolis, replacing Tom Dawson, transferred to the Chicago office of the Radio Sales Division of CBS after four years at WCCO.

LEWIS BUDDY, in charge of Paramount Pictures news in Europe until a few months ago, has been named manager of the television station to be operated next spring in Los Angeles by Television Productions Inc.

HARRY FINDLEY, formerly merchandising head of WIS, Columbia, S. C., has resigned to join the Army Air Corps. Robert Ellison new to radio, succeeds him at WIS.

CALDWELL CLINE, formerly of WBT, Charlotte, has joined the announcing staff of WIS, Columbia, S. C. Patty Roof, formerly WIS receptionist, has been promoted to the continuity department. Miriam Anderson has been named new receptionist.

ART HILL, formerly in Southern California radio, has joined the sales staff of KOY, Phoenix, Ariz. Les Mawhinney, associate editor of *Arizona Farmer* and farm program director of KOY, has been named supervisor of the Arizona Network news department. Vic Clarke has joined the news department. Margaret Morehead has succeeded Lu Grove on the KOY business staff. Dave Karbach, formerly of KSUN, Bisbee, Ariz., has joined the KOY engineering staff.

BILL KARN, formerly of KPDN, Pampa, Tex., KOMA, Oklahoma City, and WFAA, Dallas, on Dec. 16 is to join the announcing staff of WLW, Cincinnati.

MARY JEANETTE BACHTOLD, heard as Dorothy Day on KSAL, Salina, Kan., who broke her kneecap recently, is conducting her twice-daily shopping news broadcasts on the station from her bedside.

JULIUS COLBY, drama critic of WMCA, New York, on Dec. 16 takes over the chairmanship of the *Footlight Forum* program, featuring opinions on current Broadway plays.

HAROLD KAMPAINEN, page boy at WCCO, Minneapolis, has volunteered for a year's service in the Army. Jim Harris has been added to the page boy staff to fill the vacancy.

STANLEY J. QUINN Jr., radio production man of J. Walter Thompson Co. in Hollywood and New York, is on his way to Sydney, Australia, where he will have an executive position in the radio division of the agency's Sydney branch. With him is his bride, the former Roberta Thorburn Stockton. They were married shortly before sailing.

KENNETH W. SPARROW has been named manager of the Hannibal, Mo. studios of WTAD, Quincy, Ill. Bob Lee, former manager of the Hannibal studios, has been shifted to the Quincy studios.

STERLING FISHER, CBS director of education and radio talks, has been inducted into membership in the Philosophical Society of Texas.

ROBERT BERGER of the Executive Office of the White House will assist in handling radio details for President Roosevelt's inauguration Jan. 20 although a contrary report [page 58] had been made public earlier.

EDWARD HEATON, formerly manager of WINN, Louisville, and prior to that commercial manager of KITE, Kansas City, has joined Russel M. Seeds Co. Inc., Chicago agency.

FRED MEARS, assistant to Lester Gottlieb, MBS publicity director, will resign in January to enlist in the Naval Air Reserve.

BUTCHER SCALPED

Loses $83 Redskins Bet to Senate Budgeteer

IT'S AN EVEN bet that henceforth Harry C. Butcher, Washington vice-president of CBS will stick to radio in his wagering. A loyal rooter for Washington's Redskins football team, Harry exacted from Senator Pat Harrison, the big budget man of Congress, a dollar-a-point bet on the Dec. 8 championship game between the Redskins and the Chicago Bears, and backed it with a $10 even bet on the game. He was just 83 fish out when the game wound up by a 73-0 score.

In an obvious effort to recoup, Butcher became embroiled in a discussion with Earl H. Gammons, manager of WCCO, Minneapolis, and John E. Fetzer, owner of WKZO, Kalamazoo, about the radio antecedents of one Campbell Arnoux, manager of WTAR, Norfolk. The Midwesterners insisted he was formerly with a station in Hot Springs, *Va.*, while Butcher had dough to prove that it was Hot Springs, *Ark.* Ten dollars per each was the wager. Arnoux settled it Dec. 11 by revealing that Butcher was right. Then Butcher confessed it was a lead-pipe cinch, since he had talked CBS affiliation with Arnoux years ago.

Still $63 dollars out, Harry is prepared to bet anyone even money Christmas will fall on Dec. 25 this year.

RICHARD E. SMITH, 55, executive assistant of the Southern California Edison Co., Los Angeles, died Dec. 8 after a prolonged illness. Associated with that firm since 1917, Mr. Smith was advertising manager from 1922 to 1932 when he was made executive assistant. Surviving is his widow, Mrs. Rhoda Smith.

CBS Shifts Sill

Mr. Sill

JERRY SILL, formerly in charge of sales promotion for the CBS owned and operated stations, has been appointed to a newly created position in the network's station relations department. The exact functions of the new post have not yet been exactly determined, but in general Mr. Sill will henceforth assist the CBS affiliates in the solution of their advertising problems. Move transfers him from the sales promotion staff, reporting to Victor Ratner, to station relations, reporting to Herbert Akerberg, station relations vice-president, and will probably entail considerable traveling. He has been with CBS for several years.

AAAA-NAB Meeting

MEETING between the subcommittees of the Radio Committee of the AAAA and the AAAA Conference Committee of the NAB to discuss standard order blanks, originally scheduled for Dec. 4 but postponed by the AAAA, will be held Dec. 20 at the Ritz Tower, New York. Agency committee will be guests of NAB at the luncheon meeting.

A NEW monthly advertising trade publication, *Midwest Media*, featuring activities in Minnesota, Iowa, Nebraska, Wisconsin, North Dakota and South Dakota, will be published starting Jan. 1 on a monthly basis by Robert W. Harris, Loeb Arcade, Minneapolis, with Benson F. Gallob as editor.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE
124 Jackson Ave.
University Park, Md.

• Resolution for a Happy New Year

- *". . . to equip myself with the aid of CREI advanced technical training for a better radio job!"*
- The pace of Radio is so great that last year's outlook is this year's history. To meet these changes you **must** possess the ability to keep in step with this surging industry. The CREI men in over 350 broadcasting stations prove that CREI home-study courses in Practical Radio Engineering are of definite value. It will pay you to investigate, and read our free booklet sent on request.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-12 3224-16th St., N.W., Washington, D.C.

Quartz crystals for broadcast frequency reallocation . . . .

The Bliley Electric Company, manufacturer of well-known Bliley Quartz Crystals, is prepared to supply new crystals for standard broadcast stations at temporarily reduced prices.

Naturally, Bliley low temperature-coefficient plates are approved by the F.C.C. Beyond the requirements for approval, however, correct engineering and precision manufacturing facilities guarantee fully reliable operating characteristics.

Take this opportunity to install precision-made crystals in your transmitter. Get ready for your change-over early and select your crystals as carefully as you would any other component vital to the operation of your station.

For information concerning recommendations and costs, see your local Bliley Distributor or write direct.

BLILEY ELECTRIC CO. . . ERIE, PA.

Regulatory Bill Slated for Veto

Presidential Kill Is Expected For Logan-Walter Plan

PROSPECTS continue slight, at least so far as the 76th Congress is concerned, for any statutory control restricting abuses of Federal regulatory agencies, including the FCC. Despite final passage of the Logan-Walter Bill by the House and Senate, it appeared increasingly certain that the measure, designed to facilitate judicial appeal from actions of Federal agencies, would be vetoed in its present form by President Roosevelt. Even proponents of the bill indicated scant hope of obtaining the necessary two-thirds support to pass the measure over the veto in the closing days of the session.

Next Session, Perhaps

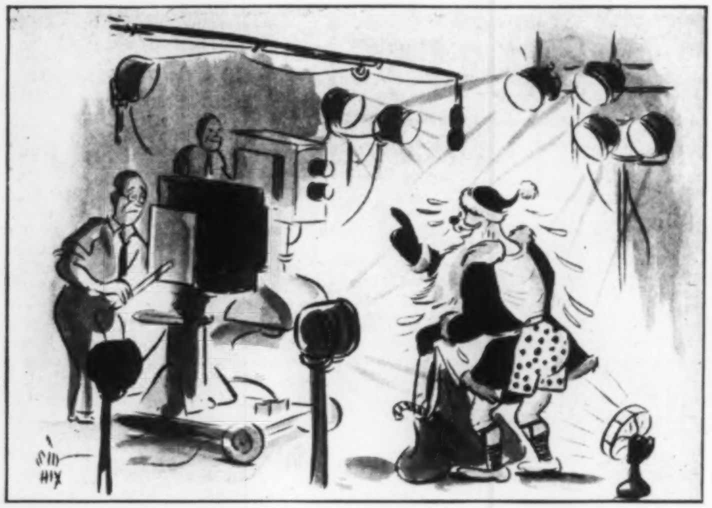
After the Senate on Nov. 26 had passed the Logan-Walter proposal, 27 to 25, the House concurred in Senate amendments Dec. 2, climaxing the bill's stormy existence in the 76th Congress. Although the 10-day veto period expires Dec. 18, it was expected that President Roosevelt would return from his Caribbean cruise in time to deliver the expected veto message. The action of Administration leaders in Congress, who led opposition to the measure, in allowing unexpectedly fast action once the bill gained the floor, indicated their reliance on a Presidential veto to kill the proposal.

However, it is expected that legislation along this line will be taken up at the coming 77th Congress, but under Administration auspices. Administration opposition had succeeded in bottling up the legislation since its 297-79 passage in the House last April [BROADCASTING, May 1] by promising action along similar lines, premised on a study of administrative agencies conducted by the Attorney General's Committee on Administrative Procedure headed by Dean Acheson.

Early in 1940 this committee published a number of monographs, including one on the FCC, covering procedural shortcomings of various Federal agencies [BROADCASTING, Feb. 15.] Recommendations based on these findings were advanced for the individual agencies at that time.

Meanwhile the Acheson committee has been attempting to reach some sort of agreement on legislative recommendations to remedy the situation attacked by proponents of the Logan-Walter Bill. Continued delay of the committee's report covering such legislative recommendations has been taken as an indication that membership is split on just what form these recommendations should take. According to present reports, the recommendations are expected about mid-December, and probably will constitute the backbone of such legislation to be considered at the coming session.

THE EMPIRE STATE TOWN MEETING, weekly half-hour forum conducted at the Union College Chapel in Schenectady, is broadcast via transcription on WEVD, New York, Fridays, 10-10:30 p.m. Programs are made available to one station in each broadcast area by the Committee on Adult Civic Education.



Drawn for Broadcasting by Sid Hix

"This Is Your Old Friend Kris Kringle Speaking From the Frozen North!"

WGN CRASH SCOOP

Mobile Unit Brings News From Airliner Crash

WGN, Chicago, through alert use of its mobile unit, scored a scoop Dec. 4 when an airliner crashed at Chicago airport. Ten persons died as a result of the crash and six were injured. Coverage of the accident by WGN began when the first bulletin was received shortly after 6 p. m. A flash announcement was put on Capt. E. D. C. Herne's news show. Meanwhile, the mobile unit sped to the scene of the crash. Hampered by thousands of onlookers, police cordons, fire trucks, and ambulances milling about the wrecked plane, the mobile unit was ready for action at 8:45 p. m.

With Guy Savage at the microphone, a 10-minute recording, including descriptive details, statements of eyewitnesses, and a complete list of dead and injured, was made. At 9 p. m., an additional five minutes was recorded. WGN listeners heard the broadcast at the first available open spot on the schedule, 9:15-9:30 p. m.

Tom Foy, director of special events of WGN, supervised the broadcast, assisted by Bob Hibbard. Jack Pearce, engineer, was at the controls of the mobile unit transmitter. WGN was the only Chicago station to cover the tragedy at the scene of the accident.

Aspinwall Makes Discs

HUGH M. ASPINWALL, new director of farm programs of KGKO, Fort Worth, will fly to Chicago Dec. 20 to make a series of transcriptions of *Checkerboard Time* following its 1941 renewal by Ralston Purina Mills, St. Louis. Aspinwall, who plays the part of Chick Martin in the show, will make the transcriptions at the WBS studios. He left KMOX, St. Louis, to join KGKO.

BEECHNUT PACKING Co., Canojoharie, N. Y., understood to be planning thrice-weekly sponsorship of NBC-Red's *Newsroom of the Air*, has temporarily shelved the idea until after the first of the year. Agency is Newell-Emmett Co., New York.

NAB Convention

(Continued from page 13)

Since the NAB reorganization in 1938, the annual budget has averaged between $180,000 and $230,000.

Because of the intense interest in the music situation, the board authorized NAB headquarters to issue daily copyright bulletins from Washington. The first of these went out Dec. 9, and presumably will continue until current contracts with ASCAP expire at the end of the year.

On the heels of the board sessions, a number of district directors immediately arranged district meetings to gear station operation to ASCAP-less performance effective Jan. 1. The board devoted virtually all of its time during the two-day sessions to music. District meetings were called in Philadelphia, Dec. 9; in Orlando, Fla., Dec. 10; in Worcester, Mass., Dec. 12; in Washington (4th District), Dec. 13. All were attended by NAB President Neville Miller.

Miller on Defense Board

Other district meetings scheduled include the 8th in Detroit Dec. 19, with the adjacent 7th planning to join the session in Detroit. On Dec. 20 the 2d District, comprising stations in New York State, plans to meet in Syracuse.

The board authorized President Miller to represent the NAB on the domestic broadcasting and international broadcasting committees of the Defense Communications Board. The DCB, composed of high Government officials to plan national defense operations in relation to communications, invited various companies and entities in the broadcasting field to designate their members. It is presumed Mr. Miller will serve as chairman of both committees. The entire board membership of 26, save Gene O'Fallon, KFEL, Denver, was present at the sessions. Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, also participated.

RUFUS C. MADDUX HEADS WOR SALES

SUCCEEDING Frank Braucher, who resignued Dec. 1 to become president of the Periodical Publishers Assn., WOR, Newark, has appointed Rufus C. Maddux as vice-president in charge of sales. Mr. Maddux, now managing director of the New Jersey Council, a State promotion agency with headquarters in Trenton. His home is in Princeton, and he will assume his duties Dec. 23.

Mr. Maddux

Mr. Maddux is 35 and a native of Chase City, Va. He was graduated from Washington & Lee U and the Harvard Graduate School of Business Administration. Before joining the New Jersey Council he was successively assistant sales manager of the Vacuum Oil Co. of New England, sales manager of the Pan American Petroleum Co., New England, and director of Advertising of the New England Council, official promotional and development organization for the six New England States.

WOR also announced appointment of a sales committee consisting of Gene Thomas, sales manager; Joe Creamer, sales promotion manager; Otis Williams and George Schmidt, salesmen, to meet with heads of various departments each Friday for discussion of commercial problems.

Four Stations Honored For Armour Campaigns

DUE TO THE exceptional promotional activities of four stations carrying its thice-weekly transcribed *Your Treat* series, Armour & Co., Chicago, on Dec. 15 announced that bronze engraved plaques would be awarded to four stations instead of three stations as originally planned. The station merchandising contest was conducted in conjunction with the Mink Coat Contest for listeners in which five $1,000 mink coats and 250 cash prizes were awarded.

Winning stations were WLW, Cincinnati; KMOX, St. Louis; KTUL, Tulsa; WNAX, Yankton, S. D. Ten stations won certificates of honorable mentions. They were: KGNO, Amarillo; WCSC, Charleston, S. C.; KLZ, Denver; KDAL, Duluth; KTRH, Houston; WIRE, Indianapolis; WMBR, Jacksonville, Fla.; WMBG, Richmond, Va.; KTSA, San Antonio; WSYR, Syracuse.

The complete list of stations carrying the program, in behalf of Treet, totalled 54 at the time of the contest. Lord & Thomas, Chicago, handled the account.

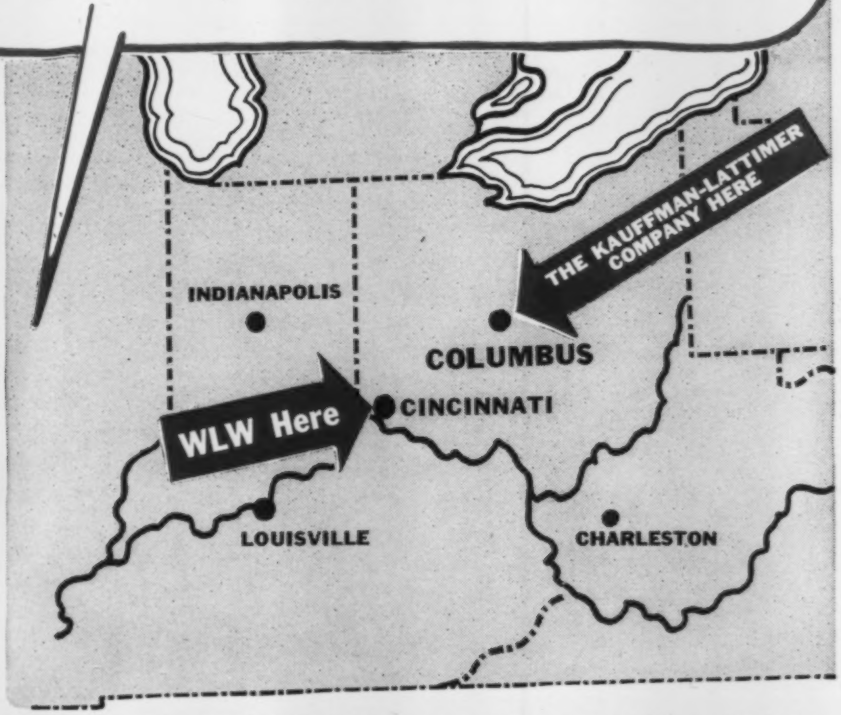
Socony's Newscasts

SOCONY-VACUUM OIL Co., New York, is sponsoring on WCAU, Philadelphia, starting Dec. 16, six ten-minute daily newscasts, two spot announcements daily, and two five-minute news spots, Sundays, 11 a.m. and 2:30 p.m. Sponsor also has renewed on WFBL, Syracuse, four five-minute and one quarter-hour news periods daily. J. Stirling Getchell, New York, is the agency.

WLW is a most powerful sales-stimulator in our territory. We have noticed that the demand for a product will increase very substantially as soon as it is broadcast over WLW. Consequently, whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well-stocked.

The Kauffman-Lattimer Co. travels nine salesmen in 55 counties.

GEO. H. KAUFFMAN, ***Pres. & Sales Manager,***
KAUFFMAN-LATTIMER CO., ***Wholesale Druggists,***
Columbus, Ohio


THE KAUFFMAN-LATTIMER COMPANY HERE
INDIANAPOLIS
COLUMBUS
WLW Here
CINCINNATI
LOUISVILLE
CHARLESTON

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* **STATION**

PRINTED IN U.S.A.

for SOUND ECONOMY

...RCA AIR-RADIATOR TRANSMITTING TRIODES

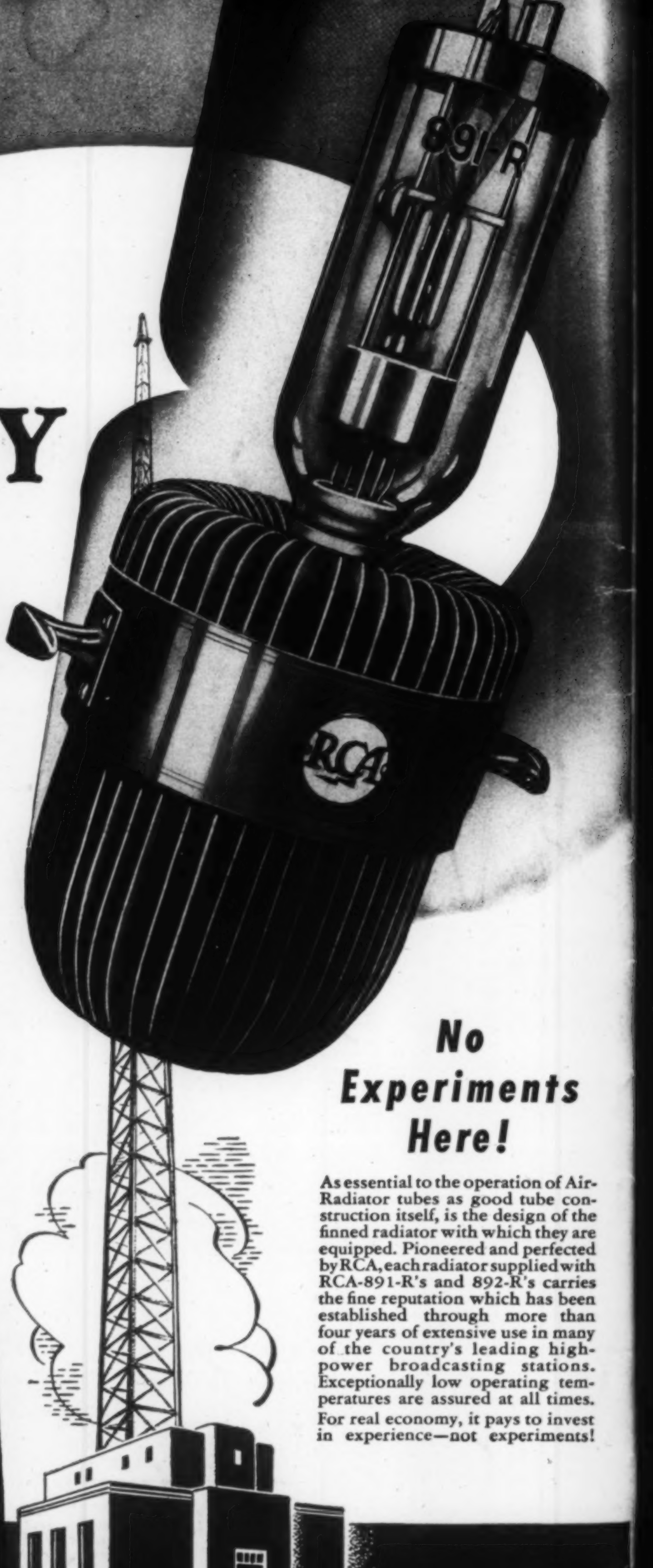
Hundreds of RCA-891-R's and 892-R's in daily service in leading broadcast stations testify to the sound economy of operation made possible by these popular RCA Air-Radiator Transmitting Triodes. Lower first cost—simplified installation—no water-cooling worries—ample output for general broadcast requirements!

Similar in construction to water-cooled units, these tubes are equipped with highly efficient air radiators which provide great cooling areas in a minimum of space. Anode heat is dissipated quickly and efficiently.

Double-unit filaments permit operation from two-phase a.c., thus minimizing hum. Filaments used in these types operate at lower-than-ordinary temperatures and contribute materially to exceptionally long tube life. Ask the station that uses these tubes!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8500 volts; d-c plate current, 1 ampere; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.



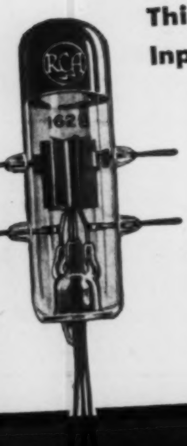
No Experiments Here!

As essential to the operation of Air-Radiator tubes as good tube construction itself, is the design of the finned radiator with which they are equipped. Pioneered and perfected by RCA, each radiator supplied with RCA-891-R's and 892-R's carries the fine reputation which has been established through more than four years of extensive use in many of the country's leading high-power broadcasting stations. Exceptionally low operating temperatures are assured at all times.

For real economy, it pays to invest in experience—not experiments!

NEW!

This Triode Takes its Full Rated Input of 50 Watts up to 500 Mc.



Outstanding engineering features make the new RCA-1628 Transmitting Triode unexcelled in its class. A double-helical filament has a center-tap lead that is brought out of the bulb through a separate seal. By connecting the three filament leads in parallel through r-f by-pass condensers, it is *now* practical to minimize the effect of filament lead inductance at ultra-high frequencies. Double grid and plate leads, also brought out through separate seals, simplify neutralization in r-f amplifier service at the ultra highs by eliminating common impedances between tank and neutralizing circuits *within* the tube. Close spacing of grid and plate decreases electron transit time, thereby improving efficiency at high frequencies.

Data bulletin on request

RCA *Radio Tubes*

FIRST IN METAL—FOREMOST IN CLASS—FINEST IN PERFORMANCE

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of The Radio Corporation of America